



JOB DESCRIPTION

Position:	Marketing Director
Department:	Development
Status:	Regular Full Time – Exempt
Reports to:	CEO

Job Summary:

The Marketing Director at Food Share is responsible for planning, developing and implementing all of the organization’s marketing strategies and PR activities, both internal and external. Designs implements and manages fundraisers and events to raise substantial funds and awareness of the food bank. Works cohesively with other departments including volunteers to organize and execute activities and events while promoting Food Share’s mission.

Essential Functions:

- Develop strategy, budgets and financial reports/P&L statements for marketing, communications, PR and events and monitor progress.
- Responsible for development, editorial direction, production and distribution of all Food Share publications and campaigns.
- Responsible for developing content and maintaining Food Share’s website and Food Share’s social media accounts.
- Responsible for drafting and coordination of company press releases.
- Coordinate media interest in the organization to ensure regular contact with target media. Actively seek speaking engagements, public events and interview opportunities for the CEO to build Food Share awareness.
- Represent CEO at Food Share at community events and meetings as needed.
- Responsible for meeting assigned fundraising goals as identified in the overall Food Share organizational budget, including securing event sponsors and auction donations.
- Assist Development Department in engaging and building donor relationships.
- Lead the development, prioritization and implementation of all Food Share events and fundraisers including but not limited to Blue Jean Ball, Donor recognition events and CAN-tree drive.

- Responsible for coordination of all events including but not limited to: negotiate costs and services with vendors, book event space, arrange food and beverages, order all supplies and decorations, coordinate equipment rentals, and make travel arrangements if necessary.
- Ensure Food Share is compliant with all health, insurance and permits required for all events, both Food Share hosted and/or sponsored.
- Secure guest speakers, testimonial clients, and entertainment.
- Assign and organize photography of events and activities for use in marketing collateral, website, etc.
- Manage follow-up and thank you of vendors, sponsors, staff members, and volunteers following each event.
- Research and identify new special event/promotional opportunities.
- Coordinate all staff meetings and other internal events as needed.
- Ability to be flexible with schedule including evenings and weekends.

Job Qualifications:

- One to three years success in marketing, public relations, fundraising, event planning or equivalent.
- BA or equivalent in communications is strongly encouraged.
- Must possess excellent organizational and time management skills.
- Attention to detail and skilled planning and organization is a must.
- Must work well with minimal supervision and/or as part of a team.
- Ability to simultaneously coordinate multiple projects and events with timelines and deadlines is a must.
- Must be able to collaborate with others on a team to achieve goals.
- Must be flexible and excel at performing in a fast-paced environment.
- Must possess excellent problem-solving and people skills.
- Must be able to embrace and exemplify Food Share's mission, vision and values.

Departmental Requirements:

- All Development staff are required to be organized and efficient at prioritizing projects;
- All Development staff need to have the ability to work with and manage volunteers to maximize efficiency;
- All Development staff needs to have exemplary customer service skills to communicate with all food bank stakeholders.
- All staff needs to ensure they follow Food Safety Standards throughout the organization.

FOOD Share, Inc. embraces a philosophy that recognizes and values diversity. Our goal is to attract, develop, retain and promote a talented diverse workforce in a culture where all employees will contribute to their fullest potential.

* * The above description reflects the general details considered necessary to describe the principal functions and duties as required for the job and shall not be construed as a detailed description or task list of all the work requirements that may be inherent in the job. Job description is subject to change and additional responsibilities may be assigned depending on operational needs.

Employee Acknowledgement of Receipt

Employee name

Date

Employee Signature