

# Gleaners Community Food Bank of Southeastern Michigan

## Job Description

**Job Title:** Director of Marketing  
**Reports To:** Sr. Director of Marketing  
**FLSA Status:** Exempt  
**Department:** Development  
**Last Update:** March 2019

Reporting to the Senior Director of Marketing, the Director of Marketing is responsible for planning, development and implementation of external Gleaners marketing strategies and marketing communications. Oversees development and implementation of support materials and services for marketing and fundraising. Coordinates at the strategic and tactical levels.

### Essential Duties and Responsibilities

- Work with the Senior Director of Marketing to provide thought leadership, create, and implement Gleaners' comprehensive annual fundraising strategy, including the message, strategy & annual plan for all fundraising campaigns, food and fund drives, and assist with the message, strategy & annual plan for all other development initiatives as necessary (i.e. events, strategic gifts, grants, stewardship).
- Overall management of Gleaners' Web site and digital program, including:
  - Working with Marketing Manager to research & plan processes that focus on acquisition, retention & growth
  - Collaborate with Marketing vendor to create and execute action plans for campaigns
  - Create and maintain consistent analytics for digital program
  - Proof and edit assets
  - Provide final approval of all Web initiatives
  - Manage relationship with Web vendor(s) as necessary
- Overall management of digital constituent database, including:
  - Troubleshooting of program
  - Working with the data entry team on clean-up of data and donor inquiries or changes
- Overall Gleaners brand management, including:
  - Working with the Brand & Content manager to establish and execute a content plan that supports all fundraising initiatives and provides consistent, engaging, and reliable content for all marketing channels including the website, emails, social media, direct mail, major gifts, thank you letters, etc.
- Overall management of Gleaners' food and fund drives, including:
  - Works with Food Drives Manager to research & plan processes that focus on acquisition, retention & growth
  - Develop and track new food drive models that save program costs and increase overall food and monetary donations
  - Create strategy & process for both proactive and reactive donor communication
  - Determine more efficient drop-off & pick-up process with possibility of building partner relationships
- Overall management and final approval of the creation and publication of Gleaners' annual Harvest magazine and Annual Report
- Support the Senior Director of Marketing with all necessary reporting and budgeting for direct mail, digital communications, media buys, and food and fund drives, including recurring analysis of information and recommendations based on that analysis.
- Manage invoicing of all marketing and food and fund drives programs
- Maintains staff by recruiting, selecting, orienting and training employees; developing personal growth opportunities.
- Accomplishes staff job results by coaching, counseling, and disciplining employees; planning, monitoring and appraising job results; conducting training; enforcing policies and procedures.
- Demonstrate and support the Gleaners mission, vision and values throughout all professional responsibilities and activities
- Represents Gleaners at public events, check presentations, donor meetings, etc.
- Other duties as assigned

**Scope of Position:**

Budgetary Responsibility: Moderate  
Personnel Responsibility: Moderate  
Access to Confidential Info: High  
Supervisory responsibility: Moderate  
Community contact: High  
Donors: High  
Volunteers: Moderate  
Food Partners: Moderate

**Qualifications**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. *Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

**Education/Experience**

- Demonstrated skills, knowledge and experience in the design and execution of marketing, fundraising, and communications activities.
- Strong creative, strategic, analytical, and organizational skills.
- Experience developing and managing budgets.
- Experience overseeing the design and production of print materials and publications.
- Experience overseeing the design and production of digital materials and publications.
- Computer literacy in word processing, data base management and page layout.
- Strong oral and written communications skills.
- Ability to manage multiple projects at a time.
- Minimum of 5 years' experience in marketing, communications or fundraising with demonstrated success, preferably in the non-profit sector.
- Previous supervisory experience
- Bachelor's degree in marketing, advertising, public relations, or business preferred.
- Experience working with volunteers is desirable.

**Language Ability**

Excellent verbal and written communication skills; with the ability to write routine reports, and correspondence are required. Strong interpersonal skills with all contacts, internal and external, are required.

**Math Ability**

Ability to add and subtract two digit numbers and to multiply and divide with 10's and 100's. Ability to perform these operations using units of American money and weight measurement, volume, and distance. Basic knowledge of bookkeeping required.

**Reasoning Ability**

Strong analytical skills are required. Ability to proactively address and creatively solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

**Computer Skills**

To perform this job successfully, an individual should be proficient in Microsoft Office and a variety of marketing/communications software programs.

**Work Environment**

The standard work environment is an office setting with fluorescent lighting and temperature and humidity controlled by air conditioning and heating. The noise level in the work environment is usually low. The employee will occasionally be required to perform duties in other settings (i.e. Warehouse or industrial environments, outdoors, other corporate settings.)

**Physical Demands**

While performing the duties of this job, the employee is frequently required to speak, hear and use hands. Moderate amounts of walking as well as long periods of sitting or standing are occasionally required.