

Gleaners Community Food Bank of Southeastern Michigan Job Description

Job Title: Brand & Content Specialist
Reports To: Director of Marketing
FLSA Status: Non-Exempt
Department: Development
Updated: September 2019

Position Summary

This position is responsible for conducting the full range of activities required to maintain company brand and develop content for marketing and fundraising purposes.

Essential Duties and Responsibilities

- Deliver compelling content to support the defined stewardship process, help increase brand awareness, education and build personal connections to the Gleaners brand.
- Research and write various articles on topics relevant to the organization's mission.
- Manage the content generation and creation of the company's annual report publication.
- Use audience insights, personas, keyword research, messaging themes, campaign plans, competitive information and content performance analytics to create and maintain an editorial calendar.
- Assist in the production of content for email campaigns, the organization's website, landing pages, social media campaigns, infographics, and video assets.
- Develop and maintain organization's Voice and Tone Guidelines.
- Manage the organization of and distribution of content assets (written articles, photos, videos, logos, etc.).
- Assist in compliance with all grant reporting as required by foundation/corporate donors.
- Assist with initiatives and cause-related marketing programs on a national level with Feeding America as well other national and local partners.
- Demonstrate and support the Gleaners mission, vision and values throughout all professional responsibilities and activities.
- Other duties as assigned.

Scope of Position

Budgetary Responsibility:	Low
Personnel Responsibility:	Low
Access to Confidential Info:	High
Supervisory responsibility:	Low
Community contact:	Donors: High Volunteers: High Food Partners: High Other community reps: High

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:

- Bachelor's Degree in communications, journalism or marketing
- Strong written communication skills; ability to write clear, structured, articulate, and persuasive content of all lengths.
- Minimum of three years of experience with writing, editing and content generation.
- Demonstrated experience with multi-tasking in a deadline-driven, team-oriented environment.
- Strategic thinker with ability to plan content creation and execution processes.
- Previous experience with non-profit fundraising
- Familiarity with content management systems (CMS).
- Experience with proposal writing and catering messaging to specific audiences
- Knowledge of best practices in writing for various communications channels (including digital, print, social, etc.)
- Knowledge and familiarity with research techniques for fundraising prospect research.
- Strong contributor in team environments.

Language Ability:

Excellent verbal and written communication skills are required. Strong interpersonal skills with all customers and contacts, internal and external, are required.

Computer Skills:

To perform this job successfully, an individual should have a thorough working knowledge of the Microsoft Office suite of products and be able to understand and apply basic principles of database entry and retrieval of information via reports and/or other means of exporting data.

Equipment:

The position requires operation of standard office equipment including but not limited to: personal computer, printer, fax machine and telephone.

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.