

# Gleaners Community Food Bank of Southeastern Michigan

## Job Description

**Job Title:** Digital & Design Marketing Specialist  
**Reports To:** Marketing Manager  
**FLSA Status:** Exempt  
**Department:** Advancement  
**Last Update:** April 2021

Reporting to the Marketing Manager, the Digital & Design Marketing Specialist is multi-faceted role that assists, coordinates and executes the digital & design efforts within Gleaners' Marketing Team. The ideal candidate will command a balanced repertoire of technical and design skills, as well as broad knowledge of marketing and design systems.

### Essential Duties and Responsibilities

- GCFB.ORG Webmaster: manage a moderate to high-traffic website built on Wordpress: CMS BlackBaud Builder (derived from Beaver Builder).
  - Understands industry best practices in meta-tagging, site speed, and overall site health.
  - Works with the Brand and Content Manager to create blogs, events, and landing pages on the website.
  - Implements and maintains a backlink strategy to increase visitor time and action.
  - Understands best practices in page layouts, ROI, and visitor actions.
- Management of online donor database: perform queries, analyze data, clear duplicates to ensure health of the online donor database, as well as code and design donation and survey pages.
- Manage the organization's mass-email program that reaches millions of addresses each year through solicitation and non-solicitation efforts using advanced segmentation strategies
- GLEANERSFOODDRIVE.ORG Webmaster: work closely with the Marketing Coordinator and Food & Fund Drives manager to setup, launch, and report out on all Virtual Food Drives.
- Skilled in the use of Adobe Products for use in the digital design of flyers, signage, online assets, truck skins and more to support hi-quality communication with donors & prospects
- Work with the operations team to manage and deploy truck skins and wraps, usually in tandem with third party vendors.
- Videography and photography: Taking and filming high-quality digital photos and videos for use in storytelling, solicitation, and non-solicitation efforts.
- Research, learn and apply new and cutting-edge technologies for use in communicating Gleaners' core values throughout the community.
- Work with the Marketing Coordinator, ensure that that all Google Analytics, Adwords, and Tag Manager efforts are maximized to drive site traffic and better understand conversions.
- Work closely with cross-functional staff across Gleaners' departments to provide subject matter expertise and guidance in digital and design execution and strategy.
- 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: High  
Donors: High  
Volunteers: Low  
Food Partners: Low

### 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, and organizational skills.
- Experience overseeing the design and production of print materials and publications.
- Experience overseeing the design and production of digital materials and publications.
- Design experience should showcase skills in Adobe Photoshop, InDesign, and Illustrator.
- Experience in Adobe Elements, Final Cut Pro X, or iMovie is preferred.
- Firm grasp of technologies that assist in the creation of high-quality media such as microphones, lighting, and cameras.
- Database management experience required - Blackbaud Luminate Online, Raisers Edge NXT preferred though not necessary. Some HTML knowledge required.
- Computer literacy in word processing 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 similar digital/design role with demonstrated success.
- Bachelor's degree in marketing, design, or advertising preferred.

### **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.

### **Reasoning Ability**

Analytical skills are required. Ability to 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 possess high skill levels in a variety of design, digital CMS, and marketing/communications software programs. Skills in HTML and CSS are a significant plus.

### **Work Environment**

To start, the employee will work mostly from a home office. The standard in-office 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.