

Gleaners Community Food Bank of Southeastern Michigan Job Description

Job Title: Marketing Coordinator
Reports To: Marketing Director
FLSA Status: Non-Exempt
Department: Advancement
Draft: September 2021

Position Summary

Reporting to the Director of Marketing, the Marketing Coordinator will support the organization's social measurement framework, drive campaign and program development through social and web insights, and lead in gathering and consolidating social and web data to build compelling performance reports.

Essential Duties and Responsibilities

- Management of the organization's social media calendar
- Curate data natively from social media platforms (e.g. Twitter, Facebook, Instagram, YouTube, and LinkedIn) and perform analysis on all social platform metrics.
- Work directly with the Brand and Content Manager to create and post engaging content.
- Synthesize social media and web data into meaningful insights and clearly communicate complex findings.
- Use social listening data to conduct research on topics such as brand affinity, audiences and trends. Use learnings to improve SEO and recommend keywords.
- Work closely with the Director of Marketing to manage all Google Adwords and Analytics Accounts.
- Create a robust series of goals, conversions, and funnels in Google Analytics to begin understanding donor, volunteer and visitor behaviors.
- Manage and execute a robust Google Adwords grant.
- Support advancement functions that help to make sure the Gleaners mission and vision and brand are practiced appropriately throughout the organization.
- Provide good customer service and maintain a professional manner and appearance to enhance the organizations image.
- 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: Moderate
Supervisory responsibility: Low
Community contact: Donors: High
Volunteers: Moderate
Food Partners: Moderate
Other community reps: High

Skills required:

- Intermediate level proficiency in social analytics and listening tools such as Brandwatch, Talkwalker, Sprinklr, Sprout, etc.
- Demonstrated work experience using multiple Social Channel Analytic Tools (e.g. Hootsuite, Sprout, Sprinklr, etc.)
- Demonstrated work experience using data visualization tools (e.g. Tableau, Power BI) and web analytics tools (e.g. Adobe Analytics)
- Demonstrated experience using Excel or Google Sheets (e.g., Pivot Tables, VLOOKUP) in analyzing data sets.

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:

- Ability to prioritize and manage multiple projects at a time in a fast-paced work environment.
- Ability to quickly pivot when the needs of the organization change
- Experience planning and running targeted social media advertising campaigns (Facebook, Instagram and LinkedIn)
- Experience in Google Adwords
- Experience using digital design tools (Adobe Suite: Photoshop, InDesign, and Illustrator)
- Experience with BlackBaud Luminare Online, and Google Analytics Certifications a plus!
- Bachelor's degree in business, marketing, communications, public relations, similar field preferred.

Language Ability

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

Reasoning Ability

Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

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 to moderate. The employee will occasionally be required to perform duties in a wide variety of settings (e.g. warehouse or industrial environments, outdoors, other corporate settings). Occasionally the job will require off-site work, primarily standing or walking from place to place.