

Job Title: Part-Time Marketing Specialist
Organization: Feed My People Food Bank
Location: Eau Claire, Wisconsin
Type: Part-Time (16-20 hours per week)

About Feed My People Food Bank:

Feed My People Food Bank is the leading nonprofit organization dedicated to addressing food insecurity in west central Wisconsin. With a strong commitment to providing nutritious meals to those in need, we have been serving our community since 1982. Our mission is to ensure that no one goes to bed hungry, and we rely on the support of dedicated individuals like you to help us achieve this goal.

Job Overview:

As a Part-Time Marketing Specialist at Feed My People, you will play a crucial role in raising awareness, engaging our community, and driving support for our mission. The Marketing Specialist will be responsible for developing and executing marketing campaigns, managing digital and social media platforms, and creating compelling content to inspire action and support for our organization.

Key Responsibilities:

1. **Marketing Strategy:** Develop and implement marketing strategies and campaigns to increase the visibility of Feed My People Food Bank and its programs.
2. **Content Creation:** Create engaging and informative content for various platforms, including social media, website, email newsletters, and print materials.
3. **Social Media Management:** Manage and grow our social media presence, including creating and scheduling posts, monitoring engagement, and analyzing performance metrics.
4. **Digital Marketing:** Execute digital marketing campaigns, including email marketing, online advertising, and search engine optimization (SEO) to drive website traffic and engagement.
5. **Community Engagement:** Foster relationships with donors, volunteers, and community partners to strengthen our network of support.
6. **Event Promotion:** Promote fundraising campaigns, events, and community outreach initiatives through effective marketing strategies.
7. **Brand Management:** Ensure consistent branding and messaging across all communication channels to maintain a strong and cohesive brand identity.
8. **Data Analysis:** Analyze marketing data and metrics to assess the effectiveness of campaigns and make data-driven recommendations for improvements.
9. **Collaboration:** Work closely with the communications manager and development team to align marketing efforts with organizational goals.

Qualifications:

- Bachelor's degree in Marketing, Communications, or a related field (or equivalent work experience).
- Proven experience in marketing, preferably in the nonprofit sector.
- Strong written and verbal communication skills.
- Proficiency in digital marketing tools and platforms.
- Experience with video editing and graphic design is a plus.
- Passion for the mission of Feed My People.

How to Apply:

Interested candidates are invited to submit their resume, a cover letter outlining their qualifications and interest in the position, and a portfolio of relevant work to susie@fmpfoodbank.org. Please include "Part-Time Marketing Specialist Application" in the subject line of your email.

Application Deadline: September 14, 2023

Feed My People is an equal opportunity employer. We encourage applications from candidates of all backgrounds and experiences. We thank all applicants for their interest in Feed My People, but only those selected for an interview will be contacted.