



Position:	Marketing and Communications Coordinator
Department:	Development
Direct Supervisor:	Chief Development Officer
Position Status:	Full Time, 40 hours per week, Non-Exempt

### **GENERAL DESCRIPTION:**

The Montana Food Bank Network works to end hunger in Montana through food acquisition and distribution, education and advocacy. The Marketing and Communications Coordinator is responsible for the development of MFBN's external and internal marketing and communications strategies with a focus on increasing statewide brand awareness and expanding donor engagement.

### **DUTIES AND RESPONSIBILITIES:**

- Develop, manage, and execute an annual statewide strategic marketing and communications plan for The Montana Food Bank Network to span across all communication media (online and offline) and reach appropriate target audiences, based upon specific performance goals.
- Evaluate the success of various marketing and fundraising strategies including direct mail and online; provide and implement recommendations for improvement.
- Foster best practices and execute marketing campaigns to increase donations, volunteers and/or advocacy efforts.
- Oversee the creative direction of all branded campaigns, programs and projects, maintaining a high standard of quality and visual consistency in printed and electronic materials.
- Develop, manage and coordinate production of materials to create a cohesive brand image and message for print and all offline communication vehicles, including, but not limited to the following: printed and electronic newsletters; brochures and information kits; annual report; events (invitations, postcards, etc.); press kits; and media ads (print and radio). Oversee design and printing.
- Develop and manage marketing budget and ensure budgeted expenses and return on investment targets are met for the marketing projects assigned.
- Design and produce online communication material used in internal and external marketing-communications initiatives.
- Supervise all online communication vehicles, including but not limited to the online social media, including Facebook, Twitter and blogs and emerging media.
- Plan and coordinate external communication efforts with other team members, including but not limited to publicity for events, promotion, cause-marketing, program launches, breaking news, etc.
- Oversee all internal and external communication for consistency. Proof and edit all marketing communications materials, including all advertising and digital campaigns, and selected web content.
- Supervise the work output of outside creative vendors as necessary for individual projects (specialized copywriters, graphic artists, photographers, mailing houses, postal service, list brokers, advertising representatives, media contacts, etc.)
- Develop strategic plans, business plans and budgets for marketing and communications that align with fundraising and organizational goals.
- Represent the Montana Food Bank Network at selected public forums and meetings.
- Lead or support special projects and other duties as assigned by management

**SKILLS AND QUALIFICATIONS:**

- Excellent written communication skills; experienced copywriter across a wide variety of different marketing channels including direct mail, digital communication (e-newsletters), social media, advertising, radio, and video
- Demonstrated ability to formulate creative direction for a wide variety of marketing channels, including extensive experience working with graphic designers across a wide variety of project scopes and sizes; knowledge and experience in best practices in digital communications content creation
- Experience with traditional communication formats as well as emerging platforms desired
- Demonstrated experience and knowledge in best practices in direct mail deployment, including list management and campaign building strategies, and direct mail analytical strategies
- Experience with planning, preparation and results-oriented tracking of press releases, market research, direct mail campaigns, SEM, websites and social media
- Demonstrated strong project management skills in order to meet multiple deadlines; strong analytical, organizational, and time management skills, as well as excellent interpersonal skills
- Results-oriented with a passion for the creative process
- Must be capable of working independently within a fast-paced, dynamic, team-oriented environment
- Comfortable seeking and requesting donations
- Highly organized with ability to successfully multi-task and meet deadlines
- Experience in public speaking and presentation a plus
- Flexibility to attend evening and/or weekend meetings and/or events
- Valid driver's license and ability to travel, primarily in state and occasionally to out of state conferences

**EDUCATION AND EXPERIENCE:**

- Bachelor's Degree in business, marketing, communications or related field preferred
- Minimum three years' experience in marketing, communications, or related fields required.
- Proficiency in Microsoft Word, Excel and computer-based design programs such as InDesign required. WordPress editing or design experience desired.
- Strong analytical thinking and problem-solving skills.
- Demonstrated project management experience required.

**WORKSITE:**

- 5625 Expressway, Missoula, MT 59808
- Position is not open to remote work at this time

**COMPENSATION:**

The salary range for this position classification is \$16.86 - \$19.84 /hour DOE. Final offer will be based on the skills and experience the candidate brings to the position, while maintaining organizational pay equity.

Montana Food Bank Network offers a competitive benefits package including 100% employer paid medical for employee, \$175 monthly HSA contribution, retirement plan with up to 3% employer-

match, paid holidays, 4 weeks paid time off (PTO) in the first year. We also strive to provide non-cash benefits that encourage a work-life balance and promote the health of our employees and their families, including flexible work schedules, education and training opportunities, and eligibility for the Public Service Federal Student Loan Forgiveness Program

**TO APPLY:**

Please submit your resume and cover letter to Bill Mathews, Chief Development Officer, [bmathews@mfbn.org](mailto:bmathews@mfbn.org). Position will be open until filled.

*The Montana Food Bank Network is committed to creating a welcoming and inclusive environment for all employees, and is proud to be an equal opportunity employer. MFBN does not discriminate with regards to hiring, assignment, promotion or other conditions of staff employment because of race, color, religion, sex, national origin, age, marital status, sexual orientation, gender, gender identity, veteran status, disability, genetic information or any other status protected under local, state or federal law. In accordance with the Americans with Disabilities Act, upon request, reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions of our positions. Offer of employment is contingent on successful completion of a background check.*