



Job Description

Job Title:	Marketing and Communications Coordinator
Classification:	Full-time, 40 hours per week, Non-Exempt
Department:	Development
Reports to:	Chief Development Officer

Job Summary

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

Duties and Responsibilities

Marketing and Communications (70%):

- Build and maintain mutually respectful and supportive relationships among all who work for, volunteer, donate to, and receive support from MFBN.
- Implement digital/social marketing strategy and create content across all platforms used by MFBN (Facebook, Instagram, LinkedIn, MailChimp, Constant Contact, etc.)
- Maintain an informative website that provides critical information for the community.
- Track data and create reports that analyze the performance of communication strategies, including but not limited to social media, television, and radio advertisements.
- Management of statewide media list for press releases.
- Manage and implement marketing campaigns to engage and grow our base of donors, volunteers, and advocacy efforts.
- Design marketing pieces including but not limited to newsletters, brochures, press releases, and media ads.
- Ensure consistent messaging and branding across all internal and external communication.
- Proof and edit all marketing communications materials including but not limited to advertising, digital campaigns, and selected web content.
- Update and monitor MFBN social media accounts daily.
- Maximize the awareness and reach of MFBN through strategic use of social media.
- Maintain a knowledge of how all the marketing channels interact and affect each other, traditional and digital.
- Work with all departments to meet their needs for online/social media information distribution and design work.
- Maintain and distribute Communication Guide, Style Guide, and Branding Guidelines to all staff.
- Maintain Communications Calendar and coordinate with departments.
- Assist with the logistics and marketing for fundraising events, including sponsorship recruitment.
- Attend and participate in Development-related activities and team meetings.

- Support special projects and other duties as assigned by management.
- Develop and manage marketing budget to ensure budgeted expenses and return on investment targets are met for the marketing projects assigned.

Donor support (30%):

- Coordinate new donor communications and cultivation.
- Implement moves management strategies with mid-level donors.
- Provide donor stewardship support to other Development team members.
- Coordinate targeted donor communication and material creation.
- Collaborate with team to organize donor and fundraising events, including sponsorship recruitment.
- Support Donor Relations Coordinator with database contacts, entries and tracking.
- Support donor relationships with detailed tracking, acknowledgments, and deliverables such as social media posts and website presence.
- Provide support for ongoing Development activities, MFBN public forums, meetings

Skills and Qualifications

- Be committed to MFBN's mission and vision.
- Comply with MFBN policies and procedures.
- Ability to work with diverse individuals.
- Maintain professionalism while demonstrating strong interpersonal skills.
- Take initiative to develop new ideas and strategies using best practices in digital communications.
- Strong written and verbal communication skills.
- Follow instructions and respond to management direction.
- Ability to work on multiple responsibilities with attention to detail and accuracy.
- Work diligently to meet deadlines.
- Strong analytical and problem-solving skills.
- Ability to work independently and as part of a team.
- Website management.
- Experience with Google Ad Grant Management.
- Digital marketing platforms and tools for email and social media.
- Interest in upcoming technologies and capabilities.
- Experience in public speaking and presentation.
- Ability to travel in-state and occasionally out-of-state conferences.
- Ability to work occasional weekends or evenings as needed.
- Perform any additional tasks and duties as assigned.

Required

- Associate or Bachelor's degree in a relevant field such as Communications, Marketing, or a related discipline.
- Three to five years of experience in digital communications, marketing, or graphic arts, preferably within the nonprofit sector, knowledge of website management-backend and front end, editing and design in WordPress, knowledge and understanding of social media platforms, social media analytics, and how each platform can be deployed in different scenarios, computer-based design programs such as Canva, InDesign, Illustrator, and Photoshop.
- Fundraising event experience.
- Proficiency in Microsoft Office Suite (Word, Excel, Outlook).
- Valid driver's license and insurable.

Worksite

- MFBN's office is located at 5625 Expressway, Missoula, MT 59808.
- The position is not open to remote work.

Montana Food Bank Network is an equal-opportunity employer.

We celebrate diversity and are committed to creating an inclusive environment for all employees.

Offer of employment is contingent on the successful completion of a background check.