



Part-Time Marketing Manager Position Description

Agency Summary: Food Outreach is a nonprofit, founded in 1988, that provides Medically Tailored Meals and nutrition services to enhance the quality of life of men, women and children living with HIV or cancer. The organization covers 160 Missouri and Illinois zip codes encompassing seven counties. Our services are unduplicated in Missouri and western Illinois.

Primary Purpose: This position is an integral part of the development team and is responsible for the lead role in the implementation of marketing and communications plans including the maintenance of the organization's website and social media outlets as well as marketing engagement for all Food Outreach events.

Essential Functions:

Social Media

- Serve as the primary administrator of the agency's social media channels (Facebook, Twitter, Instagram, YouTube, and LinkedIn) while generating fresh content multiple times per week.
- Help bring our brand and unique mission to life by generating consistent content and engagement on our social media channels to influence volunteers, donors, and community partners.

Website

- Serve as the primary administrator over the agency's website (WordPress experience is essential in this role).
- Ensure website is consistently updated with accurate information.
- Manage Food Outreach's website newsroom by generating posts multiple times per month.
- Serve as the point of contact for all website maintenance and performance issues through a contracted webservice provider.

E-Blasts

- Curate highest engaged social media content into a monthly e-blast newsletter to supporters (Campaign Monitor).
- Generate special e-blasts featuring expanded information about fundraisers, Give STL Day, etc. as needed.

Print and Digital Collateral

- Manage the development of all print collateral including one annual report and two annual appeals.
- Lead special print and digital content projects such as community outreach pieces, billboard advertising, mission videos, brochures, fundraising flyers, etc.
- Serve as the primary point of contact to the agency's graphic design firm to fulfill the vision for content layout and design.
- Drive all content revisions ensuring corrections are made through the completion of each project.

Food Outreach provides equal employment opportunities to all employees without regard to race, creed, sex, sexual orientation, gender identity, color, age, disability status, or national origin.



Events

- Maintain a high level of familiarity with the development team's goals and objectives related to fundraising events.
- Meet all deadlines in accordance with event timelines including development of collateral such as a save the date postcards, sponsorship menus, invitation suites, event website design, signage, and press releases.
- Ensure the fulfillment of all sponsor and donor benefits including recognition on social media.

Position Qualifications and Skills:

- 3+ years of experience working in marketing and communications.
- Excellent writing/editing and verbal communication skills
- Applied skills in website maintenance and other computer software, including but limited to, Microsoft Office (Word, Excel, and PowerPoint), WordPress, Campaign Monitor, and Canva
- A proven track record in managing a variety of key initiatives concurrently
- High energy, maturity, and leadership with the ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels
- Sincere commitment to work collaboratively with all constituent groups, including staff, board members, volunteers, clients, donors program participants and other supporters
- Self-starter, able to work independently, and entrepreneurial; enjoys creating and implementing

Position Time Schedule: This is a part-time salaried exempt position (a minimum of 3 Days/24 hours per week but not exceeding 29 hours per week). This position will be offered the flexibility to work in a **hybrid format**. Candidate will be required to work a minimum of one day per week in office with an option for up to two days remote. Candidate will periodically need to work on some weekends and evenings to capture content from fundraisers, volunteerism, etc.

Line of Authority: This person is directed/supervised and evaluated by the Senior Director of Development & Strategic Initiatives.

Special Requirements

- Ability to take on additional tasks as assigned and required by organizational needs.
- Must possess and maintain a valid driver's license.
- Food Outreach requires all employees to provide proof of being fully vaccinated from COVID-19, with a vaccine approved for use in the United States, prior to their first day of employment.

To Apply: Email a **resume and cover letter** to Justin Kralemann, Senior Director of Development and Strategic Initiatives. No phone calls, please.

Applications received without both cover letter and resume may not be considered.

justin@foodoutreach.org

Location: Food Outreach, 3117 Olive Street, St. Louis, MO 63103.

Compensation: This position will be a non-exempt salaried employee, at a rate of \$25 per hour, and will be expected to work between 24 and 29 hours per week. Compensation includes paid time off.

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