



Mission: To leverage the power of food to end hunger and build healthier communities

Vision: We believe that the fight against hunger and the fight against poverty are one and the same. We envision a future in which food is recognized as a human right and every person is able to feed themselves and their families in dignity. Together, we work to create a more nourished, prosperous region.

Title: Brand & Marketing, Senior Manager
Department: Development
Reports to: President & CEO
Status: Exempt

General Description

Foodlink is seeking an experienced and mission-driven Brand & Marketing leader who will be responsible for directing a comprehensive communications and marketing strategy for the organization. The Brand & Marketing Senior Manager will be responsible for the development, oversight and maintenance of creative standards and consistent visual brand identity--creating, delivering and managing Foodlink's print and digital assets. Foodlink is looking for a candidate who will lead the team with vision and strategy guiding the production of content and communications that conveys the mission, values and quality of the Foodlink brand.

Essential Duties and Responsibilities

- Cultivate Foodlink's brand story; ensure consistent brand messaging across all platforms; and increase brand awareness
- Provide creative direction to all marketing & fundraising efforts including direct mail, collateral materials, signage, website, social media, newsletters, etc.
- Work closely with Development Director to create/manage an in-house direct mail fundraising program
- Assist Program leaders in developing value propositions for key products, programs and services
- Leverage brand / visual identity to expertly tell a story targeted to specific constituents that reinforces Foodlink's mission and key messages, and highlights our value proposition(s).
- Develop marketing plan and manage execution of branded marketing materials, campaigns and promotions
- Proactively identify opportunities to advance Foodlink's mission and social enterprise interests
- Develop and coordinate strong relationships with all vendors, customers and key entities
- Delegate work effectively amongst the design and communications team. Be accountable for their work
- Assist in developing, managing, tracking and adhering to marketing & development budget
- Represent the organization at special events in the community; create marketing presentations for internal and external audiences outlining campaigns, projects, and measures of success
- Champion Foodlink brand values; serve as the ultimate brand ambassador both internally and externally.
- Take initiative, think creatively, and bring energy, enthusiasm, and professionalism in leading the marketing and development team to achieve the organization's mission, business development and communication goals.

Minimum Qualifications

- Minimum 5-10 years of experience in a variety of related capacities (marketing, creative direction, public speaking, project management) with a proven track record of success
- Marketing-related degree; creative/design experience and nonprofit experience a plus
- Exceptional communicator; creative thinker; high-level strategist
- Experienced people manager & enthusiastic team player
- Passionate about the Foodlink mission
- Compassionate, Innovative, Agile and Collaborative

Professional references and a portfolio will be requested.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit and talk or hear. The employee is frequently required to use hands to handle or feel items such as documents. The team member is occasionally required to stand; walk and reach with hands and arms. Specific vision abilities required by this job include close vision, color vision and ability to adjust focus.

Work Environment

The work environment characteristics described here are representative of those a team member encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually quiet.

Note: The above description is illustrative of tasks and responsibilities. It is not meant to be all inclusive. Employees will follow other instructions and perform other related duties as required.

The Foodlink Way

- ✧ Passion and commitment to our mission ✧ Going above and beyond what is required
- ✧ Seeing our roles as more than just a job ✧ Proactively seeking improvements ✧ Having the ability to adapt to change

The Foodlink Way is description of who we really are as demonstrated by what we say we value and what we do to express those values.

Everyone is welcome here! Foodlink is an equal opportunity employer. All applicants will be considered for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, genetics, veteran or disability status.