



of SANTA CLARA and
SAN MATEO COUNTIES

Position Announcement Brand Manager

Are you a strong writer and project manager, who understands branding and marketing communications? Are you looking for an opportunity to make a difference in the community with a leading and well-resourced nonprofit organization? Do you want a work-life balance in Silicon Valley? Second Harvest Food Bank is looking for a Brand Manager to join its marketing team in a leadership role. You will have the opportunity to strategically drive major campaigns and outreach efforts with a leading nonprofit brand. Your days will involve collaborating with executives and key stakeholders to develop marketing plans, messaging and creative objectives, while overseeing execution with vendors and direct reports.

We Have:

- A mission that brings all types of people together, yet one that is not fully understood locally
- Eight-person marketing communications team in a collaborative and supportive environment
- Fast-paced work environment emphasizing creative thinking, data-driven decision making and collaborative partnering
- An extremely strong nonprofit brand and long-standing partnerships with leading philanthropists, private and public organizations
- Established social media, advertising, direct marketing, public relations and events programs
- Track-record of efficiently translating donor dollars into meaningful community impact
- Full spectrum of audiences from our hungry neighbors to donors and partners spanning all members of the Silicon Valley community
- Need to support fundraising, community outreach, legislative advocacy and large scale campaigns

You Have:

- Strong project management and leadership skills, particularly in terms of managing high-volumes of creative projects with staff and vendors, including campaigns and individual marketing collateral
- Track record of successfully communicating key brand attributes and value propositions to targeted audiences
- Excellent communication and writing skills, including ability to write different types of copy and in the voice of executive spokespeople, as well as knowledge of Adobe Creative Suite
- Ability to manage budgets, forecast spending, formulate project timelines, develop branding and create marketing strategies, messaging and positioning
- Confident presence to source information with executives, interface with multiple departments, lead meetings with peers, negotiate with partners and manage three staff in market research, production and public relations

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- Strong attention to detail and ability to oversee delivery of creative projects on deadline from full color glossies to our iconic food collection barrels displayed at major companies and grocery store chains
- A Bachelor of Arts degree and five years of marketing communications experience

About Us:

- Second Harvest Food Bank is consistently recognized as a charity of choice; in 2012 OpportunityKnocks.org ranked Second Harvest as the top nonprofit to work for in the country
- Second Harvest Food Bank is one of the largest food banks in the nation, providing food to a quarter of a million hungry people each month in San Mateo and Santa Clara counties
- We are making a difference in Silicon Valley when it comes to addressing hunger, nutrition and other issues, including poverty, food rescue, health and education, where food insecurity and access to healthy food has a significant impact

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EOE

UNDER-REPRESENTED GROUPS ARE ENCOURAGED TO APPLY

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