



of SANTA CLARA and  
SAN MATEO COUNTIES

## Position Announcement Market Research Analyst

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### Market Research Analyst

Are you a capable researcher, strong writer and a strategic thinker? 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 seeking to hire a market research analyst to lead the development of a market research program, within its marketing communications team. You will be the analytical backbone of marketing, spearheading research of our audiences and hunger-related issues, developing and verifying key internal facts, implementing key performance indicators to measure the success and guide the development of marketing initiatives, as well as partnering in the writing and proofing of marketing content. You will also be a key strategic partner in the development of marketing plans.

We Have:

- A mission that brings all types of people together, yet one that is not fully understood, despite extensive research and studies around hunger and related topics
- A need for a market research capability in a collaborative and supportive marcom team, which has established social media, advertising, direct marketing, public relations and events programs
- An extremely strong nonprofit brand and long-standing partnerships with leading private and public organizations
- Need to leverage analytic capabilities, including research and metrics, to optimize fundraising, events, community outreach, legislative advocacy and other marketing initiatives
- Full spectrum of audiences from our hungry neighbors to donors and partners spanning all members of the Silicon Valley community

You Have:

- Strong analytical and project management skills, particularly in terms of researching topics, generating data from internal and external sources, as well as developing metrics to measure and guide communication efforts
- Excellent writing, editing and proofing skills, including ability to author reports and review marketing copy and collateral, with a strong attention to detail
- Strong strategic thinking and ability to partner with others to develop marketing plans, objectives and benchmarks
- Ability to manage projects, meet deadlines and work both independently and collaboratively, with minimum supervision
- Desire to develop and define a new market research program within a leading nonprofit organization
- Combination of introverted data-driven problem solving capabilities and the capacity to be extroverted, with a sense of urgency, in reaching out to others throughout an organization for data, guidance and other critical inputs
- A bachelor's degree and experience in marketing

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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, health and education, where food insecurity and access to healthy food has a significant impact

[CLICK HERE TO APPLY!](#)

**EOE**

UNDER-REPRESENTED GROUPS ARE ENCOURAGED TO APPLY

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