



of SANTA CLARA and
SAN MATEO COUNTIES

Position Announcement Senior Digital Marketing Coordinator

About Second Harvest Food Bank

Based in Silicon Valley, Second Harvest Food Bank of Santa Clara and San Mateo Counties is one of the largest food banks in the nation. Currently providing food to an average of 260,000 people every month, Second Harvest is a trusted community-based organization that was founded in 1974. Despite the immense wealth in Silicon Valley, and partly due to the high cost of living, hunger and malnutrition are pervasive. The Food Bank distributes nutritious food, including more fresh produce than almost any other food bank in the country, through a network of 309 nonprofit partners at 985 sites. Second Harvest is pursuing innovative efforts to increase access to food resources as it seeks to feed more hungry people each month. To reach more people, it advocates for anti-hunger policies and connects those in need to federal nutrition programs and other food resources. To learn more about how Second Harvest is building a hunger-free community, visit SHFB.org.

About the Position

Are you a detail-oriented, strategic thinker, with strong project management and analytical skills, and a demonstrated ability to work with content management systems and databases to support marketing efforts? Are you looking for an opportunity to make a difference in the community with a leading and well-resourced nonprofit organization? Second Harvest Food Bank is looking for a Senior Digital Marketing Coordinator to develop or implement our website and e-marketing strategies, manage our website, , monitor digital metrics and support other functions, including leveraging the Salesforce Customer Relationship Management (CRM) platform to enhance direct marketing efforts.

You will work to better connect Second Harvest to donors, clients, volunteers, advocates and others in our increasingly digital world. You will be reporting to our Digital Marketing Manager, while working closely with the IT and Annual Fund teams and coordinating with other departments as needed. You will ensure that new website features elevate the user experience and complement our over-all website strategy, as well as be the main point of contact for enhancing and updating the website. You will also be a resource for all departments to provide guidance and support for direct e-marketing projects.

We Have:

- An established and successful marketing program supporting services for the community, fundraising and advocacy efforts
- An extremely strong nonprofit brand and long-standing partnerships with leading philanthropists, private and public organizations
- A mission that brings all types of people together, which is widely supported and needed by the Silicon Valley community
- Nine-person marketing communications team in a collaborative and supportive environment

CURTNER CENTER
750 Curtner Avenue
San Jose, CA 95125
T 408-266-8866
F 408-266-9042

CYPRESS CENTER
4001 North First Street
San Jose, CA 95134
T 408-266-8866
F 408-266-9042

BING CENTER
1051 Bing Street
San Carlos, CA 94070
T 650-610-0800
F 650-610-0808

- Track-record of efficiently translating donor dollars into meaningful community impact
- Full spectrum of audiences from clients to donors and partners spanning all members of the Silicon Valley community

You Have:

- A Bachelor’s degree with 3-5 years of experience managing deadline-driven projects
- Experience in content management system platforms (WordPress desirable), email marketing software (Constant Contact desirable) and databases (Salesforce desirable); experience with HTML or willingness to learn HTML preferred
- Excellent problem-solving, analytical and implementation skills
- Ability to work with staff across the organization to complete deadline driven projects and flexibly adapt to changing requirements and needs
- A critical eye for detail and a positive attitude for doing everything from creating and executing an email marketing campaign plan, to reviewing and posting website content, to reviewing and sharing campaign performance metrics to inform future efforts
- Comfortable working in office cube in a team environment and being immersed in projects on a daily basis

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| Reports To: | Digital Marketing Manager |
| Location: | 4001 North First Street, San Jose, CA 95134 |
| Hours: | Exempt, Full-time |
| Compensation: | Competitive salary commensurate with experience. Generous health benefits, Flexible Time Off (FTO) starting at 200 hours/year, ten paid holidays, and excellent retirement savings plan. |

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EOE

UNDER-REPRESENTED GROUPS ARE ENCOURAGED TO APPLY

