Position Announcement
Annual Fund Senior Digital Coordinator

About Second Harvest of Silicon Valley
Founded in 1974, Second Harvest of Silicon Valley is a trusted leader in ending local hunger, distributing healthy groceries through a network of 310 partners at 1,000 sites in Santa Clara and San Mateo counties. This also makes Second Harvest one of the largest food banks in the nation. Due to the prohibitively expensive cost of living in Silicon Valley, hunger is at an all-time high as more and more families are forced to sacrifice nutritious food for housing. Second Harvest is helping to keep people healthy and housed by providing enough nutritious food for over 58 million meals a year — half of which is fresh produce. Second Harvest also connects people to federal nutrition programs and other food resources, and advocates for anti-hunger policies on the local, state and national levels. To learn more about how Second Harvest is building a hunger-free community, visit shfb.org.

About the Position
Second Harvest of Silicon Valley has seen an unprecedented need resulting from the Covid-19 pandemic. The local community responded to the need with great generosity. Second Harvest now serves more than 500,000 people each month, double the amount of people served in February. The number of new donors during the pandemic was also significant.

The Annual Fund Senior Digital Coordinator’s role will be to utilize all available technologies to help fundraise to feed our local community and steward our growing donor-base. This role will merge creativity with technical skills to design the look and feel of the communication strategy for stewardship, retention, and upgrading donors up to $10K.

Success means repeatedly producing exceptional communication pieces that are leveraged across the Marketing, Volunteer Services and Philanthropy department of Second Harvest of Silicon Valley.

This job might be for you if:
- You have a solid understanding of online marketing and fundraising tools, e.g. Pardot, Salesforce, Adobe Creative Suite, Constant Contact, Classy and TeamRaiser
- You can bridge the left brain – right brain gap and execute artistic digital communication pieces
- You take initiative to improve processes and are willing to do whatever it takes to help people struggling with hunger in Silicon Valley
- Collaborate with diverse work styles and personalities
- Stay positive under the pressure of several deadlines and you are not afraid to ask for help

Responsibilities:
- Collaborating with the Annual Fund Manager and Annual Fund Senior Coordinator, this role will design and execute a sophisticated digital marketing program focused on raising our departmental goal of $65M
- Create and manage the journey experience for our growing donor-base in our marketing automation software (Pardot) by magnifying their impact, stewarding their gifts, and
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personalizing their communication to meet donor-based preferences and retain their support
• Manage Annual Fund’s digital tools including Constant Contact, Team Raiser, BBNCBBNC, Wordpress, and Classy, in addition to Pardot
• Lead the team in designing a user-friendly experience for Virtual Drives, peer-to-peer fundraising and timed crowdfunding events
• Set-up and maintain drip campaigns on a variety of tracts to ensure annual legacy goals are met
• Play a key role in Salesforce app selection and adoption, maintaining world-class donor experience
• Monitor and report on digital KPIs from our host of analytical tools
• Directly collaborate with Marketing, Volunteer Services and Development Operations to ensure interdepartmental goals are achievable
• Convert new COVID constituents into monthly upgraded donors or volunteers

Qualifications
• 5+ years relevant work experience, ideally in nonprofit development or direct marketing
• Bachelor’s Degree in Marketing, Digital Arts or relevant field
• Exceptional digital marketing skills across multiple apps
• Proficiency in Adobe Creative Suite, Constant Contact, Pardot, Google Analytics, Wordpress, Blackbaud/NetCommunity and TeamRaiser is required
• Raiser’s Edge, Salesforce, Tableau, WealthEngine, iWave and Classy experience is a plus

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<th>Reports To:</th>
<th>Annual Fund Senior Digital Coordinator</th>
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<tbody>
<tr>
<td>Reporting to:</td>
<td>Annual Fund Manager</td>
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<tr>
<td>Location:</td>
<td>Second Harvest of Silicon Valley, Cypress Center, 4001 North First Street, San Jose, CA 95134</td>
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