



Position Announcement Digital Marketing Manager

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 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

To fill this role successfully we are looking for someone who has a background in developing, managing and implementing a strategic digital marketing plan, which includes ownership of the goals for our website, social media, advertising and analytics. The digital marketing manager will develop measures of success and analyze the efficacy of our digital channels based on organizational goals and business objectives. This position will be responsible for leading a variety of internal and external initiatives that are critical to the success of the organization while also managing a two-person digital marketing team.

Areas of responsibility

Website Strategy

- Understand key audience personas (client, volunteer, donor, community member, etc.) and develop and implement strategic updates based on user experience and the organization's goals.
- Monitor and analyze day-to-day web marketing operations; ensure requested updates are made.
- Regularly conduct site-wide audits and manage the process of ongoing content clean-up.
- Use analytics to identify and understand trends; create high-level reports that can be easily understood by a variety of internal audiences as a tool for decision making.
- Maintain, implement and promote accessibility standards for web content and layout.
- Hire, retain and manage vendors to support website development, as necessary.

Social Media Strategy

- Determine high-level social media goals based on organization's mission and campaign-related objectives.
- Advise the Senior Digital Marketing Coordinator on how to build informative and understandable dashboards; make presentations to peers, senior and executive leadership as necessary.



Curtner Center
750 Curtner Avenue
San Jose, CA 95125
408-266-8866

Cypress Center
4001 North First Street
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408-266-8866

Bing Center
1051 Bing Street
San Carlos, CA 94070
650-610-0800



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- Regularly meet and work closely with the Communications Manager and Senior Digital Marketing Coordinator to understand tactical management of content; provide back-up for posting as necessary.
- Monitor social media channels regularly; provide guidance on how to respond to sensitive comments/questions.

Advertising Strategy

- Assess current advertising investments, conduct research and make recommendations aimed at improving ROI for media planning and advertising management.
- Develop measures of success and analyze the efficacy of advertising buys based on stated goals and business objectives. Make subsequent plan revisions and course correct as needed.
- Oversight of vendor management, including helping/guiding the Digital Marketing Coordinator with vendor negotiation and fostering productive relationships with media buying firms.

Management & Administration

- Work with marketing team peers to appropriately resource digital marketing requests.
- Work with internal teams to understand marketing goals and make recommendations for tactical execution that your group can support.
- Manage Senior Digital Marketing Coordinator and Digital Marketing Coordinator.
- Help prioritize workload for Digital Marketing Coordinator in charge of implementing website updates and managing digital advertising campaigns.
- Provide strategic oversight and feedback to Senior Digital Marketing Coordinator's social media planning.
- Own digital marketing budget; collaborate with Director of Marketing and Communications to determine team needs. Manage requisitions and reforecasting requests of the digital team.
- Develop a strong working relationship with internal IT department.

This job might be for you if:

- Experience leading digital marketing initiatives with technical and non-technical contributors.
- Experience measuring, interpreting, and explaining analytics to make data-driven decisions.
- Experience with: WordPress, HTML, Google Analytics and all major digital ad platforms (Google, Facebook, LinkedIn, YouTube, etc.) and social media channels
- Strong organizational and project management skills that you can bring to a variety of projects.
- A confident presence to source information with executives, interface with multiple departments and lead meetings with peers.
- An ability to quickly develop rapport and build trust with a variety of internal and external stakeholders.



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- People management experience
- A desire to work with a close-knit team of compassionate, funny, and hardworking colleagues who believe in and support each other's efforts and success

Qualifications

- At least 5-7 years of experience in a digital marketing management role.
- Comfortable working in a fast-paced environment, emphasizing creative thinking, data-driven decision making and collaborative partnering
- A bachelor's degree in marketing, web design or a related field – or equivalent experience

If you meet the above qualifications and you are looking for an opportunity to make a difference in the community with a leading and well-resourced nonprofit organization and you want a position that allows for good work-life balance in Silicon Valley, apply today.

Reports To:	Director of Marketing and Communications
Positions Reporting to Title:	Senior Digital Marketing Coordinator; Digital Marketing Coordinator
Location:	Second Harvest of Silicon Valley, Cypress Center, 4001 North 1 st Street, San Jose, CA 95134
Hours:	Full-Time, 40 hours/week, with some evening and weekend work as necessary.
Compensation:	Exempt. Professional Level. Competitive salary commensurate with experience. Generous health benefits program, Flexible Time Off, ten paid holidays and excellent retirement plan.

[**CLICK HERE TO APPLY!**](#)

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