



SECOND HARVEST
of SILICON VALLEY

Position Announcement Senior Digital Marketing 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 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 social media management and email marketing. The Senior Digital Marketing Coordinator will own the planning, daily coordination, and reporting for all of Second Harvest's social media channels as well as support the development of our email marketing program.

Areas of responsibility

Social Media Management & Coordination

- Understand key personas (client, volunteer, donor, community member, etc.) and develop and implement platform-specific content that engages, educates and activates those audiences.
- Create and develop content:
 - Work in partnership with the Communications Manager to post client, volunteer, partner and donor stories on appropriate channels.
 - Manage and prioritize requests from departments to post or repost shareable content.
 - Monitor the news cycle for relevant stories related to food insecurity
- Lead development and implementation of campaign-specific digital content and assets (e.g. Hunger Action Month, holiday campaign, etc.)
- Responsible for editorial direction, design and/or production of assets needed for social posts.
- Ensure visual and editorial content is on brand.
- Create and update a shareable social media content calendar that supports Second Harvest's annual campaigns and strategic communications goals.
- Schedule, monitor and respond to comments/questions on posts daily; escalate any concerns to Digital Marketing Manager.
- Create and maintain social media analytics dashboards; interpret data to show measurable impact and suggest data-driven decision making.
- 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.

Email Marketing

- Partner with marketing project manager and Volunteer Engagement to understand email



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campaign objectives; participate in creative kick-offs and take part in editorial content planning (e.g. developing email copy, CTAs, subject lines) that fulfill campaign goals.

- Ensure emails are visually on brand; resize and modify graphics/images used within email templates as necessary.
- Launch A/B testing opportunities to optimize campaigns and report out on impactful key metrics.
- Lead campaign setup, testing, editing/proofing within our current email service provider, Constant Contact.

This job might be for you if you have experience in:

- Managing and coordinating a comprehensive social media strategy.
 - Including professional usage of all primary social media channels
 - Interest in learning how we might expand our reach across messaging apps for client marketing in apps like WhatsApp and WeChat
 - Hands-on knowledge of Buffer, Hootsuite and/or other social media scheduling and monitoring apps.
- Coordinating email marketing campaigns.
 - Including experience with Constant Contact, Pardot and/or other email marketing clients.
- Measuring, interpreting, and explaining analytics to make data-driven decisions.

We're also looking for someone who ...

- Has strong organizational and project management skills that you can bring to a variety of projects.
- Has an ability to quickly develop rapport and build trust with a variety of internal and external stakeholders.
- Enjoys working with a close-knit team of compassionate, funny, and hardworking colleagues who believe in and support each other's efforts and success.

Qualifications

- A bachelor's degree, preferably in marketing or a related field – or equivalent experience.
- Between 3-5 years of experience in social media or digital marketing.
- Comfortable working in a fast-paced environment, emphasizing creative thinking, data-driven decision making and collaborative partnering

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.



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Reports To:	Digital Marketing Manager
Location:	Second Harvest of Silicon Valley Cypress Center, 4001 North 1st Street, San Jose, CA 95134
Hours:	Full-Time. 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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