

Community Marketing Coordinator

Want to help make a difference in the lives of thousands of Bay Area children and families in need? Our highly regarded nonprofit is looking for a passionate and dedicated Community Marketer who will continue to build on a strong, growth focused Drive Leader program aligned with the mission and vision of Family Giving Tree (FGT).

Summary of position:

The Community Marketing Coordinator is responsible for the hands-on management of various marketing assets, as well as directing outside vendors who support FGT marketing. The candidate will have fresh ideas on the best means to communicate FGT messaging and keep the organization foremost in the minds of our volunteers, drive leaders and sponsors. The role will also work with FGT Development Team members to ensure that Donor Data and Gifts are accurately entered into the Salesforce Database so as to help tell their philanthropic stories. As needed, the Coordinator also will contribute to longer-term strategy planning and help drive FGT's future marketing direction.

Key Responsibilities:

- Work with Development and Marketing to manage direct mail campaigns via Robly (or other electronic mail delivery) platform. The Coordinator is the internal expert on this system and will need to stay current on functional updates; take additional training as needed. Typical email 'blasts' relate to regular newsletter; signing up new Drive Leaders, agencies and/or Volunteers; fundraising; updates re drive success; and more.
- Update social media including all the usual platforms – Facebook etc. and create social media calendar.
- As needed – take photos/videos for social media and more. FGT has equipment in house. While FGT hires skilled outside professionals for high-end 'brand videos' etc., many events (such as our warehouse work for Drives) require 'social media-grade' photos or video for rapid updates to our volunteer base. Candidate should also be able to manage basic video editing in iMovie, WeVideo or similar platform.
- Tackle a variety of writing and editing needs, including website copy, direct mail and email copy, and proposals to sponsors.
- Hands-on updates to the FGT website www.familygivingtree.org; plan on updates at least 2-3 times per week during Drive periods.
- Manage outside vendors as needed – creative services/design; web 'coding'; video; and printing – for projects including on-site and training videos; marketing collateral design and printing; and web upgrades
- Perform other duties as assigned.

Work Schedule

This hourly position is based in Milpitas, CA with some travel throughout the Bay. The current job spec requires approximately 26-30 hours per week.

Additional hours and responsibilities as assigned, including various support roles during warehouse operations in August and December. Vacations are traditionally not scheduled in November or December, except for Thanksgiving and Christmas weeks. August vacations are dependent on workload.

Work Environment/Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is regularly required to sit, talk or hear, and use fingers and hands to reach, handle or feel objects, tools or controls. The employee may lift and/or move up to 25 pounds. The employee may be required to use their personal vehicle for work, travel to and from meetings, and to transport FGT collateral materials, gifts, or donations. Must have a good driving record and be insured or have the ability to use public transportation to attend meetings and gatherings.

Desired Qualifications, Skills and Experience

- Bachelor's degree; focus on marketing communications, communications, advertising or similar field preferred.
- Marketing communications or similar experience required – minimum 3 years.
- Must be a creative self-starter who can see what needs to be done, then plan and execute with minimal supervision.
- Ability to build internal relationships and support other teams such as Operations, Development and the Founder.
- Excellent writing skills.
- Exceptional organizational skills, ability to multitask, and attention to detail. Projects often require 'quick turn' on short notice.
- Approach challenges with a positive attitude.
- Comfortable representing the organization externally and presenting to large and small groups.
- Competent using Google Sheets, Microsoft Office (Excel, Word, Access and PowerPoint), Robly, Web platforms (preferably Joomla) and experience with Salesforce.

About this company: The Family Giving Tree fulfills exact holiday gift wishes, and provides backpacks filled with school supplies, to disadvantaged Bay Area children, adults and seniors. FGT annually collaborates with more than 500 service agencies and schools, 1,000+ Bay Area businesses and social groups, and over 8,000 volunteers to serve over 120,000 Bay Area residents in-need. Over its 28-year history, the Family Giving Tree's Back-to-School and Holiday Gift Drives have touched the lives of over 1.5 million recipients. FGT is proud to be rated '4 stars' by Charity Navigator, an independent auditor of nonprofit organizations.