

Ozarks Food Harvest Job Description

Position title: Digital Marketing Specialist
Department: Development & Communications
Reports to: Director of Development & Communications

Job Summary:

This position develops digital fundraising strategies to promote awareness, understanding and engagement of Ozarks Food Harvest's mission. The Digital Marketing Specialist will strategically manage social media content, campaigns and digital fundraisers, while evaluating effectiveness and success. This position will publish digital marketing content, including communication and fundraising emails, while ensuring brand standards are met. This role includes promotional efforts for major fundraising and awareness campaigns. The Digital Marketing Specialist must possess tremendous attention to detail, a high level of communication and the ability to work well with a team.

Responsibilities:

Marketing/Fundraising

- In conjunction with the Communications Specialist, strategize and promote organization's major communication pieces, website stories, handouts and presentation materials, etc.
- Strategically plan and schedule all social media content for Facebook, Twitter and Instagram
 - Evaluate Insights to determine effectiveness and performance
 - Work with Art Director to develop a brand look and feel
- Manage paid social campaigns (Facebook, Google Ads) and social media fundraisers
 - Execute digital activities effectively; evaluate and measure to advance goals
- Strategize and send email communication and eAppeals via Mailchimp
 - Manage email database and reports
 - Strategically evaluate success of each campaign
 - Implement A/B testing to maximize open and click rates
- Work in partnership with event staff on all major fundraising and awareness events
 - Lead promotional efforts, including digital outreach and community calendars
 - Lead fundraising efforts for digital campaigns, such as Giving Tuesday
- Play key role in establishing website content refreshes and updates while maintaining SEO ranking
- Learn and gain experience with industry best practices, adopting and creating new approaches and educating others in an effective manner
- Be accountable for communication effectiveness while collaborating with others to ensure consistency of overall messaging and tone

Position Qualifications:

- Bachelor's degree in communication, marketing or similar area of study required
- Three years of progressive experience in communications with demonstrated track record for success
- Creative thinker and innovator with proven ability to provide compelling communication resulting in desired behaviors
- Must have prior experience navigating social media, such as Facebook and Instagram, and understand how keywords boost marketing effectiveness.
- Exceptional written and oral communication skills; writing must be top-notch; ability to persuasively communicate key concepts is necessary; strong interpersonal skills

- Ability to consistently, reliably and accurately establish and meet challenging deadlines while handling multiple priorities and exhibiting behaviors that motivate others; able to influence and manage change in a positive manner
- Flawless attention to detail in development of programs, dissemination of information and creation of communication tools
- Solid editing and project management skills as well as proficiency in all Microsoft programs
- Experience with email platforms and social media required
- Experience maintaining SEO rankings
- Ability to work independently and without direction, both managing and executing programs
- Ability and passion to work as part of the development and communication team
- Able to demonstrate expert understanding of organization and mission
- Must be physically able to lift 25-50 pounds and setup for organization events/press activities
- Expected to work outside normal business hours when needed

To apply, please email cover letter and resume to Denise Gibson, Director of Development & Communication at dgibson@ozarksfoodharvest.org. No phone calls, please.

This job description does not list all the potential duties of the job and Ozarks Food Harvest has the right to revise this job description at any time.

November 2021