



Position Title: Marketing and Public Relations Strategist

Reports to: Executive Director

Status: Full time, non-exempt

Mission of the Imperial Valley Food Bank:

Fighting Hunger - Bringing Health and Hope to the Imperial Valley.

The Imperial Valley Food Bank is a nonprofit based in and serving Imperial County. Joining the team of stellar employees at IVFB, the candidate for Marketing and Public Relations strategist will make a meaningful difference in the lives of thousands of people in our community. The ideal candidate is passionate about our mission and ready to play a strategic role.

Job Summary:

The Marketing and P.R. Strategist is a senior level position responsible for the creation and execution of digital and in-person fundraising, public relations, and marketing campaigns and will play a major role in planning special events. A team player who can take initiative and the lead on projects and can manage multiple projects in a timely and efficient manner will do well in this position. A successful candidate will be able to effectively leverage their knowledge of arts, media, and community relations to raise funds, engage and educate the community on existing/future services and programs and strengthen our nonprofit brand. This position reports to the Executive Director of the organization.

Key Responsibilities:

- Knowledge of printed graphic design (Adobe Suite, Canva, etc.)
- Knowledge of Social Media Business Accounts and Analytics (Facebook & Instagram)
- A thorough understanding of professionalism in donor management.
- Basic Video Editing, further video/media arts experience is a plus but not required
- Demonstrated knowledge of in-person community engagement strategies: event planning, in-person fundraising and campaign design
- Demonstrated adaptability to evolving visual arts, database, and social media software
- Ability to manage marketing campaign budgets
- Understanding of Imperial Valley's diverse communities
- Ability to write narrative-style marketing communications

Qualifications:

- Bachelor's degree from an accredited college or university in Marketing, Public Relations, Design, Digital Arts, or related field.
- Proven record and experience in similar position.
- Valid Driver's License.
- Ability to work with a diverse group of individuals in a compassionate manner.
- Experience working in an office setting.
- Ability to cultivate and maintain positive rapport with peers, clients, volunteers, and community partners
- Creative, innovative approach to job responsibilities
- Successful in a busy office with frequent deadlines
- Excellent written and verbal communication skills in English.
- Excellent human relations skills
- Experience with Microsoft Office
- Ability to abide by Food Bank confidentiality policies.
- Willingness to learn website management.

Working Conditions:

- Office Environment. Employee may be required to travel countywide on occasion to document Food Bank's work and events for marketing purposes.
- Physical abilities include dexterity of hands and fingers to operate a computer. Ability to operate a vehicle independently for work purposes.
- May occasionally require some weekend work for special events.

To Apply: Please email a cover letter and resume to: info@ivfoodbank.org with "MPR position" in the subject line. Resumes will be accepted up until Friday, December 8th.