



# EVERY MEAL

## FIGHTING CHILD HUNGER

**POSITION TITLE:** Marketing Manager

**ORGANIZATION SUMMARY:** Every Meal exists to fight child hunger through community and school partnerships. Through our network of community partners, we work hard to get food to kids who live in food insecurity, which means they don't always know where their next meal is coming from. Every Meal strives to make a difference in children's lives by specifically focusing on food "gaps" - the times when the children aren't at school to access the meal programs. We have had tremendous growth in the last ten years, going from serving one school to over 500 distribution sites, but there are still 300,000 kids in Minnesota who don't have enough to eat.

Every Meal develops and supports successful partnerships between sponsoring community organizations and schools in need. This partnership-based model has allowed us to make a broad and sustainable impact in the fight against child hunger, because we believe that it is not a supply problem, but a distribution problem.

**MISSION:**

Fight child hunger through community and school partnerships.

**VISION:**

Every child. Every meal. ™

**VALUES:**

- **Relationships:** All our work relies on intentional relationships. We take care of each other and work together to best fight child hunger in our community. At Every Meal, relationships are key to learning, building, and taking action to create an organization and culture that is welcoming, inclusive, and anti-racist.
- **Commitment:** Ambition and drive are fundamental aspects of our mission and program, and we must employ them every day. We recognize that mere adequacy does not align with our mission. To be a dynamic team, we need versatility and a commitment to getting the job done.
- **Thoughtful Communication:** We use thoughtful communication in all our interactions by being timely, informed, purposeful, and on-brand.
- **Positive Impact:** Our actions must deliver a positive and equitable impact on children and the community through measurable results, continuous improvement, and a dignified experience. We always strive for program growth to provide more nutritious, delicious, and relevant meals to more children through community engagement and innovation.

Every Meal intentionally creates a team-focused environment. While our departments and staff have areas they specialize in, we have a regular practice of events and activities that allow our staff to engage in activities outside of their specialties. For example, staff might help set up and facilitate a mobile packing event or talk to donors during a donor event. While these activities don't happen often, they help us all have a more complete perspective on our organization and recognize that we can't feed more children without working together to accomplish our goals.



## **POSITION SUMMARY:**

The main function of the Marketing Manager is to successfully manage the integrated marketing communications, tactics and strategies that drive brand awareness and further promote Every Meal to its strategic partners and the key audiences it serves including corporate and community sponsors, individual donors, volunteers and area schools to which we provide services. Working in conjunction with development, program management and operations teams, the Marketing Manager will help define strategy whether it is brand awareness, email or direct mail fundraising appeal campaigns, or public relations outreach and assist in executing the plan. The Marketing Manager will help manage Every Meal's social media channels and develop content for these channels as another brand-building tactic. Additionally, the Marketing Manager will write press releases, marketing emails and other marketing content as part of the overall integrated marketing communications strategy. Every Meal reserves the right to alter job duties at any time, with notice.

## **KEY RESPONSIBILITIES:**

- Model Every Meal core values to all internal and external partners.
- Ensure all position related processes are understood and followed.
- Manage the go-to-market tactics including fundraising appeal campaigns for Every Meal to help meet its annual fundraising goal.
- Work with the development team to define and execute marketing strategy and communication plan(s) for corporate strategic partnerships.
- Write and manage approvals for Every Meal's press releases and coordinate media plans and outreach
- Manage creation of all marketing collateral for Every Meal.
- Create, curate, and manage content for Every Meal's website and social media channels.
- Coordinate and execute public relations and outreach events including volunteer fairs, media interviews and secure speaking engagements for Every Meal leadership.
- Have a working knowledge of and ability to understand and coordinate SEO and google analytics.
- The above are key responsibilities and do not necessarily include all responsibilities of this role.

## **QUALIFICATIONS:**

- Demonstrated understanding of and agreement to Every Meal's mission to fight child hunger through community and school partnerships.
- Demonstrated understanding of and agreement to Every Meal's values.
- Bachelor's/Master's Degree in Marketing, Business Management, or related field.
- Minimum of 3-5 years professional experience in marketing/communications or related field.
- Proven organizational, leadership and decision-making skills.
- Ability to work collaboratively in a team, project-oriented environment.
- Demonstrated ability to leverage social media for building awareness, engaging audiences, and contribute to broader development and organizational goals.
- Strong writing skills are a must - demonstrating writing proficiency in a variety of media.
- Excellent oral communication skills, including public speaking, and must have the ability to lead a cross-functional meeting.
- Must be enthusiastic to engage the community outside of the office up to 25% of time.
- Proficiency in Adobe software suite (Photoshop, Illustrator & InDesign).
- Working knowledge of customer relationship management software and other marketing technology applications.
- A passion for serving others and for working collectively toward a greater good through the services provided by Every Meal.



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- Available to work regularly scheduled evenings or weekends.
- Demonstrated competence in computer software (Microsoft Office, etc.) and related web-tools. Ability and willingness to continuously learn EM' enterprise software and systems.

**TRAVEL REQUIREMENTS:**

- Candidates should be prepared for occasional travel using their personal vehicle. A clean driving record and regular access to a reliable vehicle to perform work-related business is required.
- Regular access to a reliable vehicle or ability to use public transportation.
- A clean driving record maintained throughout employment.

**PHYSICAL REQUIREMENTS:**

- Regularly required to stand or sit for long periods of time.
- Ability to use a computer, phone, keyboard and other technology regularly to complete job requirements.
- Ability to push, pull, and lift a minimum of 30 lbs. regularly.
- Ability to bend, twist, and use fine manual dexterity.

**SUPERVISED BY:** Director of Development

**HOURS:** Monday through Friday, regularly scheduled evenings and weekends

**STATUS:** Salary/Exempt, 40 hours per week

**ADDITIONAL BENEFITS:**

- 5 weeks general PTO, accrual based per pay period
- 10 Paid Holidays
- 16 hours volunteering outside of Every Meal
- 6 Summer Fridays off with pay
- Flexible work environment
- Medical/Dental/Vision Group Benefit Plan
- Video and in-home primary care clinic Eligibility
- Short- & long-term disability
- Organization match of Retirement Plan
- Life Insurance
- Cell Phone Allowance

**Equal Employment Opportunity**

Every Meal is an equal opportunity employer committed to equal employment and advancement opportunities for all. Employment decisions at Every Meal are based on community needs, job requirements and individual qualification. People of Color, LBGTQ, Veterans, and those with disabilities are encouraged to apply. Every Meal is committed to achieving a diverse workforce and to the growth and development of individuals from the communities we serve. We are continually working to improve being an organization that is welcoming, accepting, and equitable for those on our team, our partners, and the community, especially the part of our community that is BIPOC and/or traditionally and/or currently marginalized.