



Cause Marketing Coordinator Position Announcement

*Internal Candidates welcome, please provide updated resume along with notice of interest.
(Note: Resumes will be reviewed on a rolling basis until position is filled or deadline.)*

Position Overview:

The Cause Marketing Coordinator will collaborate with a team of professionals and volunteers working together to develop and implement comprehensive development strategies focused on cultivating and stewarding donor relationships that leverage financial support for the Foodbank's mission, "leading the effort to eliminate hunger in our community."

Under the leadership of the Foodbank's Annual Fund Manager, this position will be responsible for meeting an annual fundraising goal of approximately \$425K through the successful execution and stewardship of internal and external FSEVA fundraising campaigns. This will be completed by coordinating the Foodbank's participation in external campaigns such as Feeding America brokered cause-marketing campaigns, Give Local 757, and United Way and employer-based giving campaigns.

The Cause Marketing Coordinator will also support the Annual Fund Manager in executing the Foodbank's internal fundraising campaigns such as the FSEVA's monthly giving program, FEED365.

Experience:

The ideal candidate will have 5 years' experience working in a nonprofit, human service organization.

Candidates must have at least 2 years paid professional experience in non-profit fundraising and communications /marketing.

Work Hours/Shift:

Monday-Friday; full-time; some weekend and evening work is required for special events, and out-of-town conferences.

Essential Education:

Minimum: Bachelor's degree in business, marketing, public administration or other related field of study is required



Duties and Requirements:

- Draft content and create Foodbank email messages using MailChimp as appropriate. Responsible for maintaining the Foodbank's email distribution list.
- Participate in local United Way, Combined Charities, and employer events designed to communicate the Foodbank's mission and work with local employers who support the Foodbank through employee giving campaigns. Identify potential local cause marketing campaigns that can serve the Foodbank's mission.
- Serve as the liaison for external fundraising campaigns, such as Feeding America Cause Marketing efforts, to share updates, deadlines, and relevant information with Foodbank staff members to ensure continued and expanded fundraising activities with third party events and campaigns. This would include participating in webinars, conference calls, and meetings as well as monitoring electronic communications (emails, newsletters, etc.). Responsibilities include providing recommendations on appropriate promotion activities to support the campaigns.
- Support the Annual Fund Manager in the stewardship and engagement of the Foodbank's FEED365 donors.
- • Using the Constituent Relationship Management software, DonorQuest, strategically identify donors who, based on giving, need to be placed into a development team member's portfolio to be stewarded beyond a traditional fundraising campaign, such as direct mail.
- Enter and analyze donor information and stewardship activities in DonorQuest.
- Manage the Foodbank's Google Ad Grant.
- Create, edit, and be responsible for online donation pages within the online payment platform, Classy. Also responsible for retrieving data and reports from Classy.
- Educate and engage the public through public speaking opportunities and tours.
- Achieve monthly and annual budget and performance goals for campaigns.
- Commits to and understands the FSEVA's mission. This includes active participation in sharing the mission, vision and values of the organization, internally and externally, creating a culture of active philanthropy for and through all staff.
- Supervise volunteers during tasks/assignments and show/share responsibility for the overall Volunteer Experience at the Foodbank.

Essential Skills:

- Proven ability to work in a professional team environment.
- MS Office - Word, Excel, and PowerPoint proficiency.
- Excellent written and verbal communication skills.
- Skills in computer applications i.e. word processing and database management.
- Good judgment and discretion.
- Experience in event planning and fundraising
- Ability to do basic analysis of financial data.
- Ability to work independently with minimal supervision.
- Ability to prioritize tasks and demonstrate efficient time management.
- Demonstrate problem-solving and trouble-shooting skills.



- Demonstrate attention to detail, accuracy, and compliance with deadlines.
- Ability to work cooperatively and collaboratively with other Foodbank staff, volunteers, community organizations, donors, and vendors.
- Aptitude for learning databases (DonorQuest) and online financial systems (Classy).
- Ability to present a professional demeanor under a variety of conditions
- Valid Driver's License

Travel Requirements:

Local travel required. Some overnight travel; less than 10% will be expected.

Physical Demands:

While performing duties of this job, the employee may be required to do the following when working in the office or warehouse environment:

- The employee must, at times, lift and/or move up to 25 pounds when handling donations, documents and files in a mixed office and warehouse.
- Regularly required to talk or hear when communicating with employees and clients.
- Specific vision abilities required by this job include close vision while working with documents, computer screens, and filing.
- Use hands and fingers to handle, or feel and reach with hands and arms.

Compensation and Benefits:

A competitive salary with paid time off, matching retirement contributions, and employer-sponsored health benefits for individuals and their families are just a few of the incentives that make this an exciting opportunity.

The Foodbank of Southeastern Virginia and the Eastern Shore is an Equal Opportunity Employer. The Foodbank encourages applications from qualified persons of every race, ethnicity, national origin, religion, sex, age, veteran status, sexual orientation, and disability.