



# Job Description for Marketing and Communications Manager

**Job Title:** Marketing and Communications Manager

**Department:** Marketing

**Reports To:** Chief Marketing Officer

**Supervises:** Digital Media and Graphic Design Specialist, Marketing and Creative Services Strategist, Senior Designer, and Content Strategist

**Job Type:** Full-time

**Employment Classification:** Exempt

## Position Overview:

The Marketing and Communications Manager leads the creative strategy and communications efforts for Second Harvest, overseeing brand management, storytelling, content development, and digital engagement. This role manages a talented team of designers and copywriters to ensure cohesive messaging, compelling storytelling, and a strong visual identity across all platforms. The ideal candidate is a strategic thinker and strong project manager with a passion for mission-driven communication and a proven ability to translate strategy into action.

## Duties and Responsibilities:

- **Team Leadership & Oversight:**
  - Supervise and support a collaborative team of writers, designers, and digital media specialists.
  - Set clear goals and expectations, conduct regular check-ins, and support professional development.
  - Foster a positive, inclusive, and deadline-driven team culture.
- **Marketing Strategy & Campaigns:**
  - Develop and execute annual marketing and communications plans in alignment with organizational priorities.
  - Lead major campaigns such as seasonal fundraising, advocacy efforts, and awareness initiatives.
  - Ensure cross-channel consistency in brand, message, and tone.
  - Oversee the production of all print and digital publications

- o Work with third party teams specific to direct mail and digital appeals, acquisitions, newsletters etc.
- **Brand & Content Management:**
  - o Maintain and evolve brand guidelines and visual identity across all platforms.
  - o Oversee creation of print and digital content including brochures, appeals, newsletters, social media, and videos.
  - o Approve and edit key communications for public release.
- **Digital & Media Engagement:**
  - o Manage the organization’s website, email marketing, and social media strategy.
  - o Collaborate on media outreach, including press releases, talking points, and interviews.
  - o Track analytics to measure content impact and adjust strategy accordingly.
- **Project Management:**
  - o Oversee workflow and timelines for all marketing projects, ensuring on-time and on-brand delivery.
  - o Coordinate priorities across departments and manage competing deadlines.
  - o Use project management tools (e.g., Asana, Planner, or similar) to assign tasks, track progress, and manage resources.
  - o Ensure consistent documentation and communication across stakeholders.
- **Communications**
  - o Develop and implement an integrated strategic communications plan to advance the Food Bank’s identity; broaden awareness of its programs and priorities; and increase the visibility of its programs across key stakeholder audiences.
  - o Work with Senior Manager of Donor Services to create, execute and evaluate the success of marketing programs through analytics and reporting.
  - o Track, analyze and report on effectiveness to provide strategies to the Chief Marketing Officer.
- **Cross-Department Collaboration:**
  - o Work closely with development, programs, and leadership to support campaigns and share impact stories.
  - o Collaborate with the Development Team on donor stewardship, acknowledgment, recognition, and messaging.
  - o Serve as a key advisor on messaging, audience engagement, and donor communications.
- **Agency Liaison – RKD Group**
  - o Acts as primary liaison to RKD Group, coordinating digital campaign planning, creative development, approvals, and analytics.
  - o Ensure alignment between internal goals and agency-delivered strategy and content.
  - o Maintain clear communication, timelines, and expectations across stakeholders
- **Volunteer Engagement & Retention**
  - o Communicate with volunteers, staff, and community partners to encourage donations of time, food, funds, and voice.
  - o Supervises the Digital Media and Graphic Design Specialist in overseeing the scheduling of individuals and groups for daily volunteer assignments and special projects.
  - o Acts as backup when the Specialist is on PTO or unavailable.

- **Flexible expectations in meeting a variety of responsibilities throughout the day to ensure the success of Second Harvest Food Bank of East Tennessee.**

#### **Qualifications:**

- Commitment to understanding and supporting Second Harvest Food Bank of East Tennessee's mission and demonstrating compassion and understanding of hunger issues.
- Degree in Marketing, Communications, or related field.
- 5+ years of experience in mission-driven communications (non-profit preferred), including team leadership.
- Demonstrated success in managing multi-channel campaigns, brand systems, and creative projects.
- Excellent writing, editing, and creative direction skills.
- Proficiency in Adobe Creative Suite, email platforms (e.g., Mailchimp, Constant Contact, etc.), and CMS or DMS platforms.
- Strong organizational and project management skills.
- Commitment to equity, dignity, and the mission of ending hunger.

#### **Working Conditions:**

- In-office schedule with opportunities to work from home after the 90-day probationary period.
- Occasional evening/weekend hours for events or media opportunities.
- Local travel required for partner stories, events, or interviews.

#### **Compensation and Benefits:**

- **Salary:** Competitive based on experience.
- **Benefits Package:** Health Insurance, Dental Insurance, Vision Insurance, Life Insurance, Simple IRA Retirement Plan, Paid Leave, and Wellness Days off.

#### **Equal Employment Opportunity Statement:**

Second Harvest Food Bank of East Tennessee is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, or veteran status.

#### **Drug-Free Workplace:**

We are committed to maintaining a drug-free workplace. This policy ensures a safe, healthy, and productive work environment for all employees.

This job description does not encompass all the duties of the role. Supervisors or managers may assign additional tasks as needed. The job description can be revised at any time and is not a contract for employment, nor does it alter the at-will employment status with Second Harvest Food Bank of East TN. Both Second Harvest Food Bank of East TN and the employee have the right to terminate employment at any time for any reason.

I have read and understand the above job description.

Employee Signature: \_\_\_\_\_ Date: \_\_\_\_\_