ABOUT GIVING KITCHEN

Giving Kitchen, a non-profit headquartered in Atlanta, Ga., serves those who serve us every day: We help food service workers. Since inception, GK has served over 10,000 food service workers in need and awarded over $6.7 million in financial assistance. Our Stability Network connects food service workers in crisis to resources that they may have not been aware of: from mental health to housing and utilities to employment to low or no-cost health and wellness resources and more.

Giving Kitchen is quickly growing as a regional organization with multi-regional and national expansion on the horizon. As a respected organization in our community and industry, our impact has been recognized locally and nationally, including as a Georgia Restaurant Association Industry Partner of the Year, The Center for Civic Innovation’s Civic Impact Award and the prestigious James Beard Foundation’s Humanitarian of the Year. GK has also earned a Gold GuideStar rating and a 100 of 100 seal from Charity Navigator.

Be part of something that is bigger than all of us and is just getting started. More at givingkitchen.org or @givingkitchen.

Job Title: Sr. Manager of Brand Marketing
Reports To: Director of Marketing + Communications
FTE: Full Time
FLSA: Exempt
Salary Range: $65,000—$80,000

Position Purpose: The primary responsibility of the Sr. Manager of Brand Marketing is to implement the organization’s overall marketing strategy and messaging, resulting in a consistent brand profile for Giving Kitchen and increased awareness about Giving Kitchen’s services. This includes leading the development of assets and resources in support of organizational awareness and storytelling, as well as designing and assisting with internal and external communications projects.

The Senior Manager is a thought leader who partners with internal teams to develop and execute cohesive communications strategies to maximize engagement for GK clients, partners, and the food service community at-large. Reporting to the Director of Marketing and Communications, the Senior Manager is a storyteller, involved in all levels of marketing and communications, including: field marketing, digital/social outreach, content creation, production management, and public relations.
The Sr. Manager of Brand Marketing is an experienced marketing and communications professional with an understanding of brand and media strategies and an exceptional ability to collaborate and connect with staff in the Giving Kitchen headquarters, the regional staff team, vendors, and partners.

The Sr. Manager of Brand Marketing’s work is highly visible and directly impacts the ability of Giving Kitchen to deliver its services and to raise funds necessary to sustain its work.

This position works from the Atlanta headquarters with opportunity for a hybrid work model.

**Key functions and responsibilities:**

- Cultivate relationships with program team members to understand their vision and goals to translate into communication plans that will impact results.
- Serve as organizational storyteller, conducting client and constituent interviews to create marketing content, longform copy, videos, etc.
- Design and execute marketing campaigns to meet program goals for client services, donor relations, and regional operations.
- Deploy social and email campaigns using best practices to engage audiences, including design, decision funnels, and automations.
- Monitor and fulfill Creative Requests from other departments, which can include but are not limited to: social media content, partner toolkits, slide decks, press releases, emails, ads, billboards, general copy, SOPs, business cards, merchandise, event collateral (signage, décor, merch), webpages, office décor, videos, impact reports, proofreading, reviewing content for brand consistency.
- Coordinate social media and content creation to align messages across media.
- Update the website and work with developers to create pages that manage the user journey and engage participants.
- Coordinate and assist with strategy for digital campaigns, video production, graphic design, photography, copywriting, and social media.
- Manage the creation and design of collateral material and promotional items to support all program needs. Oversee fulfillment and inventory management of items.
- Serve as the media and public relations lead on incoming inquiries and outreach as required.
- Manage traditional advertising deliverables and content.
- Keep up to date on emerging technologies and trends to promote GK’s programs.

- Ensure marketing deliverables and receivables are executed on time for partner events and sponsors.
- Participate with the Marketing Director in evaluating, updating, and developing strategy for the department in alignment with Giving Kitchen’s strategic plan.
- Plan, schedule and prioritize to manage time and work according to the strategic plan.
- Other duties as assigned by the Marketing Director.

**Qualifications and Key Skills:**

- Knowledge of current marketing and communications practices
- Track record of success in implementing a comprehensive marketing and communications strategy in a defined geographic territory, consistent with brand standards.
The Giving Kitchen Initiative is a 501c3 nonprofit organization.

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- Collaborates, relates to and works well with a diverse group of people, demonstrating cultural sensitivity while doing so
- Effectively communicates, clearly and concisely, verbally and in writing, and adapts interpersonal communication to suit varied audiences
- High level of drive, enthusiasm, commitment, and ability to work well under pressure
- Positive attitude and exceptional work ethic; dedication to continuous learning and professional growth

- Strong writing skills, project management, and an eye for and understanding of the value of graphic design.
- Ability to think strategically, manage multiple priorities, and meet deadlines.
- Ability to collaborate on a team and to work independently to deliver results.
- Customer service orientation with client relationship management skills.
- Commitment to excellence.

Education and Experience

- A minimum of 5 years’ experience in marketing and communications or related field
- Knowledge of fundraising and outreach practices
- Excellent written and verbal communication skills
- Solid knowledge of digital media and its application in support of meeting marketing and communications objectives
- Required technical qualifications: Microsoft Office (Outlook, Word, Excel [basics], OneNote) or equivalent, Canva or equivalent, Squarespace or equivalent
- Technical qualifications a plus: familiarity with Squarespace, Salesforce, Marketing Cloud (Email Studio, Audience Builder, CloudPages, Journey Builder) Dropbox, Monday, Facebook Business Suite
- Bonus for Adobe Creative Suite knowledge and experience
- Equivalent combination of training and experience will be considered.

Personal Characteristics:

- Enthusiastic about promoting the growth and success of Giving Kitchen.
- Empathetic and understanding of the challenges faced by the clients Giving Kitchen serves, while remaining focused on the goals for program delivery.
- A strategist, who is organized, creative, politically aware, and an exceptional communicator that values teamwork.
- A good listener, respectful to all constituents, able to balance diverse agendas and points of view, while maintaining a sense of common purpose and organizational vision.
- Has a passion for the restaurant industry (bonus if you’ve worked in one.)

Benefits

- Competitive salary
- Employer paid health insurance (after 90 day waiting period)
- 401K Retirement Planning with Employer Match offered (after 90 day waiting period)
- Paid Time Off
• Sick Leave
• Personal days
• Major U.S. Holidays off
• Two floating Holidays
• Parental Leave

Up to 10 days per month work from home when health protocols allow in-office working

Transportation reimbursement for travel greater than 25 miles

Budgeted funding for professional growth opportunities

Be part of a fast-growing, community-minded, well-respected team

This is a full-time, 40-/+ hour per week, salaried position that requires some flexibility for night and weekend work. This position requires full vaccination against COVID-19, except to the extent such requirement is prohibited by applicable law.

Forward resume and cover letter along to rebecca@thegivingkitchen.org. Use this opportunity to show more of your personality, tell us how you are connected to Giving Kitchen or the food service community, or highlight additional professional and personal experiences. Due to high response rate for this position, only those possessing the desired personal characteristics and skills will be considered for in-person interviews.

*Writing samples or other portfolio work may be requested.

At Giving Kitchen, we believe that a diverse, equitable and inclusive workplace makes us a more relevant, more competitive, and more resilient company and strengthens organizational decision making. We encourage people from all backgrounds, ages, abilities, and experiences to apply. We do not discriminate on the basis of race, color, ancestry, religion, national origin, sexual orientation, age, citizenship, marital or family status, disability, gender, gender identity or expression, pregnancy or caregiver status, veteran status, or any other legally protected status.