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: Digital Marketing Manager
Reports To: Director of Marketing + Communications
FTE: Full Time
FLSA: Exempt

Salary Range: $50,000—$65,000

Position Purpose: The Digital Marketing Manager is a member of the marketing and communications team who is responsible for managing GK’s digital marketing and communications programs. Reporting to the Director of Marketing + Communications and working closely with the regional marketing and outreach managers as well as the brand marketing team, the DMM uses analytics to manage creative, cross-departmental digital marketing initiatives to meet and exceed the organization’s objectives in meeting strategic goals.

Key functions and responsibilities:

Strategic Focus
Works with internal teams and outside vendors to develop, implement and evaluate multi-channel digital marketing, promotional and fundraising activities; uses analytics and trends to inform decision making; manages multi-channel advertising, social media, and content marketing.

Manages all digital marketing platforms (website, social, CRM), including posting, commenting, backend maintenance, and updating. Works with Brand team on content creation and strategy.

Analytics and Reporting: Leads digital advertising execution and reporting.

Leads marketing CRM management, Salesforce Marketing Cloud; responsible for lead generation and communication management through journey building and contact maintenance.

Assists in ensuring that GK has the right mix of assets, channels, and tactics to build awareness and support among target audiences. Supporting local level and national level teams and initiatives.

Proposes and implements initiatives and solutions to achieve identified fundraising and brand-awareness objectives; identifies and tracks key performance metrics.

Works with Brand Marketing Manager in the creation and execution of email marketing, website updates, and customer journey campaigns.

**Additional Duties**

- Serves as team secondary lead for standard and special digital marketing campaigns; assists with special events, corporate partnerships, and cause-marketing arrangements.
- Uses a data-driven strategic approach to update website content to encourage audience engagement; reports on key performance metrics, including website traffic and conversions, to effectively evaluate and refine marketing tactics; implements enhancement initiatives to maximize functionality and usability of GK’s website.
- Manages relationships with web developers, CRM administrators, graphic designers, and other contractors and partners.
- Serves as a brand ambassador to ensure compliance and integration of messaging with all other GK communication channels and across the organization.
- Supports fundraising, communications and operations initiatives.

**Qualifications and Key Skills:**

- **Digital marketing/marketing communications:** Proven track record in digital marketing, including media buying, content creation for messaging and promotion. Considerable knowledge of digital marketing analytics and search engine optimization. Skill in tracking key performance metrics and making data-driven recommendations. Skill in managing a website, developing and implementing e-mail fundraising or awareness campaigns, and using social media platforms. Skill in leveraging publicity to drive results; proven skill in promoting events. Skill in overseeing omni-channel digital campaigns through CRM integration and customer journeys.
- **Writing:** Excellent command of the English language. Outstanding grammar and written communications skills. Demonstrated ability to develop and execute marketing plans on schedule and write concisely and efficiently to promote the mission of the organization.
- **Computer:** Excellent knowledge and skill in using Microsoft Office Suite, Facebook Business Suite, and Google analytics. Knowledge of and skill in using Salesforce or other relational database systems.
• **Time management/Organizational skills:** Skill in working on multiple projects at a time under tight deadlines and in project management overall. Excellent attention to detail and efficient time manager who understands and can execute complex instructions.
• **Interpersonal/Communications:** Energetic, enthusiastic, rapport-building people person with skill in building and sustaining relationships; a persuasive writer. Ability to work independently, and on a team, and successfully meet goals and objectives. Excellent writer and presenter, with the ability to inspire commitment and action in others. Demonstrates genuine caring for food service workers and a passion for the food service industry.

**Education and Experience**

• Three or more years of experience in digital marketing communications management.
• Preferred experience: Salesforce, Salesforce Marketing Cloud

**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.