Job Title: Marketing Coordinator
Supervisor: Director of Development
FLSA: Full Time, Non-Exempt Hourly

Job Summary:
Assist the Development Department in achieving the agency’s fundraising and marketing goals by leading the execution of Mama’s Kitchen’s marketing and communications efforts.

Essential Functions:
In accordance with Board-approved policies and procedures, participate in all aspects of fundraising and communications activities, including but not limited to:

1. Marketing and Communications
   - Maintain updated creative for info kits, brochures, mailers and other collateral
   - Support the development and distribution of annual communication pieces including annual reports, newsletters, brochures, holiday cards and other collateral.
   - Maintain and monitor annual marketing and communications strategy to enhance brand/organization awareness, contributed revenue, volunteerism, event attendance and other engagement goal.
   - In collaboration with the Director of Development and Special Events Coordinator, develop special event collateral including invitations, sponsorship solicitation packet, email communities, social media, and on-site signage.
   - Manage relationship and communication with contract graphic designer, printers and other vendors.
   - Implement key marketing strategies surrounding all fundraising events; with a special emphasis on Mama’s Pies Thanksgiving Bake Sale and Mama’s Day.
   - Manage all merchandise orders for stewardship and donor appreciation; maintain inventory.
   - Support the Event Coordinator in facilitating Mama’s Kitchen’s participation in community events coordinated by collaborative partners (AIDS Walk San Diego, Komen Race for the Cure and San Diego Pride).
   - Act as "brand ambassador", ensuring proper and consistent use of naming conventions, brand attributes and logo.

2. Web site management, social media, and email marketing
   - Maintain and update Mama’s Kitchen’s website with new and relevant content.
   - Oversee all social media, including Twitter, Facebook, Instagram, LinkedIn, and Youtube. Incorporate best practices and evaluate emerging trends to expand social media presence.
   - Implement and maintain Mama’s Kitchen’s use of a Google Ads grant.
   - Develop and maintain the organization’s digital communication plan; ensuring timely execution of email communications including welcome series emails, e-newsletters, special event emails and more.
• Ensure proper recognition of all sponsors and donors on website and other areas

3. Public Relations and Media Activities
• Serve as a contact for PR firm for scheduling Mama’s Kitchen personnel for media opportunities and news stories.
• Prepare photography and other media for publication and maintain digital media library
• Manage media sponsorships and partnerships and evaluate opportunities for additional media exposure.

4. Perform other marketing and administrative duties as needed by the Development team; special projects as assigned.

Educational Requirements:
• Bachelor’s degree, with major in marketing, nonprofit management, business, communications, or a related field preferred

Experience and Skills:
• Minimum of two years’ experience in marketing, preferably within the development department of a nonprofit organization
• Experience in marketing special events
• Working knowledge of Word, Excel, Outlook, PowerPoint, and WordPress
• Experience managing corporate or brand social media accounts
• Experience managing Google Adwords preferred
• Knowledge of Adobe Photoshop, InDesign and Illustrator preferred
• Knowledge of Raiser’s Edge, Classy or Salesforce a plus
• Excellent oral and written communication skills
• Excellent judgment and prioritization skills
• Comfortable working with a diverse group of volunteers and staff
• Exceptional interpersonal skills and desire to be a collaborative team player
• Public Speaking Skills
• Demonstrable compatibility with the core values of Mama’s Kitchen

Working conditions: Ability to lift 50 lbs. Ability to work in multi-person, multi-activity office space. Position requires good communications skills and diplomacy in interfacing with staff, board members, volunteers and donors. Ability to work nights and weekends a must. Qualified candidate must have valid California Driver’s License, dependable car, clean DMV record and proof of car insurance.

TO APPLY: Send cover letter and resume to jobs@mamaskitchen.org, with subject line “Marketing Coordinator Application.” Please, no phone calls.

Equal Opportunity: Mama’s Kitchen has a long-standing commitment to equal employment opportunity for all applicants for employment. Employment decisions including, but not limited to, those such as employee selection, performance evaluation, administration of benefits, working conditions, employee programs, transfers, position changes, training, disciplinary action, compensation, and separations are made without regard to race, color, religion (including religious dress and grooming), creed, national origin, nationality, citizenship status, domestic partnership status, ancestry, gender,
affectional or sexual orientation, gender identity or expression, marital status, civil union status, family status, age, mental or physical disability (including AIDS or HIV-related status), atypical heredity cellular or blood trait of an individual, genetic information or refusal to submit to a genetic test or make available the results of a genetic test, military status, veteran status, or any other characteristic protected by applicable federal, state, or local laws.

**Vision Statement:**
We envision a community where all individuals with critical illnesses are no longer vulnerable to hunger.

**Mission Statement:**
Mama’s Kitchen, a community-driven organization, believes that everyone is entitled to the basic necessity of life – nutritious food. Our nutrition services improve the lives of women, men, and children vulnerable to hunger due to HIV, cancer, or other critical illnesses.

**Mama’s Kitchen Core Values**

**Dignity and Respect:** Focus on the individual is at the heart of everything we do at Mama’s Kitchen. Mama’s Kitchen fosters a community where mutual respect and dignity are preserved by promoting humanity, compassion and empathy towards our clients, donors, volunteers and staff.

**Reliability:** Mama’s Kitchen is resourceful, efficient, and flexible. Our clients tell us that reliability is what sets Mama’s apart from other organizations.

**Integrity:** Guided by honesty, loyalty and a commitment to confidentiality, Mama’s Kitchen is responsive to the needs of all our clients, volunteers, donors and staff. We pride ourselves in doing what we say we are going to do.

**Diversity:** Mama’s Kitchen is an all-inclusive family. We foster a welcoming environment and embrace all members of the community without judgment.

**Team Work:** Mutual effort and unity are the ingredients that allow our mission to succeed.