



## Digital Marketing Coordinator, Acquisition

### Work. Serve. Thrive.

Imagine a place where your talent can make a meaningful difference in peoples' lives. Working at Feeding America is a uniquely rewarding experience in which our employees work together as vital parts of a much larger mission. We are innovative, mission-focused, diverse, collaborative, values-driven and focused on results.

We are a national, nonprofit organization and the nation's leading domestic hunger-relief charity. Located in the heart of downtown Chicago, our mission is to feed America's hungry through a nationwide network of member food banks and engage our country in the fight to end hunger.

### The Opportunity

Under the guidance of the Sr. Manager, Digital Media and Acquisition, this position will play a key role in ensuring seamless execution of all digital acquisition and paid media campaigns that supports new donor, engagement and awareness goals from digital channels. This position will work closely with Marketing Ops and Digital Team to ensure campaigns are accurately set up and reported through Blackbaud/Luminate Online and backend systems. Works with Sr. Financial Analyst on invoice expense tracking.

### Responsibilities

- Responsible for working with Sr. Manager and vendors on the successful, accurate and timely execution of digital acquisition and paid media campaigns. Will manage project timelines, schedules and task lists and play an important part in campaign project execution from start to finish.
- Works with Sr. Manager and Marketing Operations team to ensure consistent data and donor service processes (source code, cost uploads, reporting) to support the program goals.
- Work with online vendor on all donation forms necessary for digital paid media campaigns. Ensure that form setup is scheduled in a timely manner and all correct assets are loaded on schedule to the vendor project site. Create and test URLs and confirm that donation forms are live prior to launch dates. Manage any needed troubleshooting and communication prior to launch.
- Provides support in developing creative by sourcing photos and assets, developing creative mocks, resizing display ads and basic changes/additions to creative using Photoshop.
- Assist with management of Paid Social Media posts on Facebook and other social platforms.
- Ensure all digital artwork for paid campaigns meet Feeding America rules and guidelines. This includes brand standards, photo and story expiration, efficiency statements, integration of messaging with the common message framework, etc.
- Serve as the department's point person with the internal review team. Distribute mail campaign copy to internal routing list, review and consolidate all comments to provide clear and concise feedback to internal and external partners. Maintain positive working relationships with all partners.
- Demonstrate ability for increased responsibility in supporting Sr. Manager and online agency to successfully execute the direct to donor campaigns for online acquisition of new donors.
- Assist in handling and scheduling set-up for department wide and partner meetings with off-line DM Specialist.
- Oversee the Digital Acquisition workspace on our intranet to keep it organized, and up to date, adding new sections and campaigns as needed, helping to keep business documentation updated, and moving documents as requested.
- Other duties as assigned.

### Requirements

- Cover letter with resume required.
- BA/BS preferred with 2-3 years professional experience in an office environment. Administrative, project management, and marketing exposure is a plus. 1+ years' exposure to digital marketing preferred.
- Ability to manage multiple projects simultaneously with a strong sense of meeting deadlines and follow-up.
- Aptitude to prioritize project load and collaborate with manager on reprioritizing workload appropriately.
- Ability to manage up and across different staff levels to bring projects to completion.
- Exceptional organizational skills.
- Analytical skills and strong attention to details.
- Must exercise strong customer service and diplomacy skills.
- High degree of professionalism, flexibility and initiative.

- Excellent verbal/written communication skills and an eye for detail when proofreading.
- Proficiency in all Microsoft Office applications; Basic Photoshop skills.
- Exposure to Google AdWords, Google Analytics, Facebook and Twitter Ad Manager preferred.
- Comfortable with exposure to fundraising databases and digital platforms (Luminate Online).
- Interest in both digital marketing creative strategy, tracking processes, and learning new digital technologies and media tactics.
- Committed to organizational mission of ending hunger.

Please click [here](#) to apply