



## Care and Share Food Bank for Southern Colorado

**Division/Department:** Development

**Location:** Colorado Springs

**Job title:** Marketing Director

**Reports to:** Chief Alliance Officer

**Status:**  
Salary

**Type of position:**

- Full-time  
 Part-time  
 Contractor  
 Intern

**Hours:** 40hrs/week

- Exempt  
 Nonexempt

**Position Summary:**

The primary focus of the Marketing Director is to create awareness to drive mission engagement and leverage our brand throughout Southern Colorado. This key role within our organization will spearhead all major communication channels, brand management, marketing campaigns, advertising and collateral creation.

**Duties and Responsibilities:**

**Communication Channels**

- Manage and maintain all communication channels for the organization, to include: social media execution and strategy, monthly and quarterly newsletters, and our blog
- Maintain an up-to-date and accurate website

**Brand Management**

- Adopt and steward organizational brand internally and externally
- Maintain and grow our collection of clients, volunteers, partner agencies, program sites, and donor stories
- Capture videos and photographs for organization to use in all communication mediums
- Maintain marketing collateral, to include brochures, annual report, signage, etc.

**Marketing Campaigns**

- Lead all marketing campaigns to include Empty Stocking Fund, Colorado Gives Day, Hunger Action Month as well as national Feeding America cause marketing opportunities
- Support organizational events and food drives through comprehensive marketing plans such as Stamp Out Hunger, Take a Turkey to Work Day, Recipe for Hope and others
- Understand Care and Share audiences and adapt different messages accordingly
- Evaluate and analyze all marketing efforts after campaign completion for effectiveness

**Other Essential Functions**

- Comfort with soliciting funds and in-kind support from donors
- Integrate and supervise volunteers into work
- Support all departments within organization to comprehensively market organization to all populations

**Work experience requirements:**

- 2-4 years marketing experience preferred
- Bachelor's degree preferred
- Working knowledge of InDesign, Photoshop, PremierePro and Word Press

- Ability to use a DSLR camera required
- Nonprofit background, to include working with volunteers and the public in general preferred
- Excellent organization and time management skills
- Attention to detail
- Ability to think strategically
- Ability to adapt quickly to ever-changing organizational circumstances and needs
- Strong command of Microsoft suite of programs (Excel, Word, Outlook, Publisher, PowerPoint)
- Exceptional written and verbal communications skills

**Reviewed by:**

**Date:**

**Employee Signature:**

**Date:**

By signing, I confirm that I have read and reviewed my job duties and responsibilities and am in agreement that the description is an accurate representation of my job function.

Interested applicants: Please submit the following items for full consideration:

- Resume
- Cover Letter
- Writing Sample (ex: press release, article, blog post)
- An original photograph you've taken that conveys hope, joy and happiness.

Information may be sent to Shannon Brice, Chief Alliance Officer at [shannon@careandshare.org](mailto:shannon@careandshare.org). Absolutely no phone calls, please.