



Position:

Marketing Coordinator

Full-Time

About the Chef Ann Foundation

Founded in 2009 by Chef Ann Cooper, a pioneer in school food reform, the Chef Ann Foundation (CAF) believes every child should have access to fresh, healthy food every day so they can develop healthy eating habits to last a lifetime. By providing school districts with the tools, resources, and funding to serve the healthiest and tastiest meals to kids, we promote and increase the amount of scratch cooking in schools nationwide. To date, we've reached over 11,000 schools and more than 3.2 million children in all 50 states.

Job Description

We are seeking a Marketing Coordinator to oversee all aspects of Chef Ann Foundation's public communications and marketing. The Marketing Coordinator will develop strategies, grow the digital media presence of the foundation, support program awareness, and assist in fundraising initiatives. This is a cross-functional position that reports to the Director of Online Programs and works directly with the Programs and Development teams. Full-time position available immediately.

Major Responsibilities

- Develop and manage the organization's overall marketing strategy, including audience growth, social storytelling, digital marketing, and ad campaigns across Facebook, Instagram, Twitter, and LinkedIn.
- Create and maintain a marketing and communications calendar, including monthly blogs, newsletters, and email outreach.
- Manage the Marketing & Communications Intern to engage with social channels, including content creation, audience growth, and mission awareness.
- Design marketing materials for online and print, including graphics for digital marketing campaigns. (Design experience preferred; we use Canva for internal design needs and contract with an outside graphic designer for larger projects.)
- Support with minor website edits and create campaign landing pages as needed.
- Coordinate photo and film shoots (when circumstances and current guidelines permit).
- Manage all media inquiries, press lists, and press releases.
- Test and experiment with new marketing strategies and techniques to build best practices for our organization.
- Report out monthly key metrics, including new tactics and audience growth.

Partnership/Fundraising Support

- Work with the Director of Development & Strategic Partnerships to plan and implement marketing initiatives for key fundraising campaigns.

- Implement donor, partner, or funder recognition into social campaigns, press releases, and newsletter messaging as needed.
- Coordinate with Development on creating quarterly impact reports that highlight key organizational successes and fundraising needs.
- Coordinate and represent CAF at conferences and events (when applicable).

Program Support

- Work with the Programs team to draft and implement marketing launch and awareness campaigns for key programs, including press releases and media outreach.
- Work with the Programs team to schedule, promote, and run CAF's online trainings, webinars, and virtual events.
- Design report templates for CAF's program funders as needed.

Essential Traits

- Command of best practices and trends in digital and social media marketing.
- Enjoy being creative!
- Ability to stay on a publishing schedule and manage multiple priorities.
- Well-rounded, data-focused, and impeccable written and verbal communication.
- Analytical mindset to test and observe the performance of digital marketing campaigns and make strategic changes to improve future campaigns.
- A passion for health and a strong interest in childhood wellness.

Position Requirements

- Flexibility: Must be able to support multiple departments and work independently as well as collaboratively.
- Reliability: Must be able to stay on marketing schedules and effectively manage projects, priorities and complete goals related to various programs.
- Technical: Command of each social media platform and respective best practices. Strong proficiency in Microsoft Office and GSuite platforms. Well versed in Campaign Monitor (or similar email marketing services like Mailchimp or Constant Contact), Google Analytics, AdWords, and WordPress. Craft and Salesforce experience a plus.
- Knowledge/Experience: A minimum 3 years combined experience working directly with social media and marketing coordination. Bachelor's Degree in Marketing or Communications is a plus.

Compensation

Compensation ranges between \$40,500 - \$45,000 per year and will be commensurate with the candidate's previous experience and credentials. The Chef Ann Foundation is a great place to work and provides its staff with a competitive benefits package, including health insurance reimbursement, professional development, a generous paid time off program, and a 403(b) plan.

To Apply

Please submit a cover letter and resume (both of which should demonstrate your experience, qualifications, educational background, and your desire to fill this position) to Danielle Eliser, Director of Online Programs, at info@chefannfoundation.org with the subject title “CAF Marketing Coordinator.” **The deadline to apply is September 25, 2020.**

This position is based in Boulder, CO. Our organization is following local, state and federal guidelines regarding office staffing and closures. Our team works both remotely and in the office as guidelines allow.

At the Chef Ann Foundation, our work to ensure access to fresh, healthy school food for all is built on the idea of equity. We support and celebrate difference, and our team and community are stronger with every new voice. CAF is proud to be an equal opportunity workplace.