JOB DESCRIPTION
Marketing Coordinator (Full-Time)

About Brighter Bites
Brighter Bites is a nonprofit that creates communities of health through fresh food with the goal of changing behavior among children and their families to prevent obesity and achieve long-term health. Brighter Bites is an evidence-based, multi-component elementary school, preschool, and summer camp program that utilizes reliable access to fruits and vegetables, nutrition education, and consistent exposure to recipes and messages that feature fresh food. To learn more about Brighter Bites visit https://brighterbites.org.

Role
The Marketing Coordinator oversees execution of branding for Brighter Bites. This includes managing social media platforms and supporting the management of the brand for all external and internal audiences. Responsibilities include managing all external branding and messaging according to brand guidelines, managing content and messaging on national and local social media platforms. The Marketing Coordinator works independently and collaboratively with Brighter Bites corporate and program staff and reports to the Senior Manager of Programs.

Position Description

Management of Branding includes:
- Ensures Brand Guidelines are adhered to in all platforms.
- Executes branding on internal and external facing materials.
- Assists in executing external facing communications via newsletters and programming materials, like branded boxes, bags, and other signage.
- Upkeeps branded materials, like website, powerpoints, and flyers as needed.
- Manages all software and systems related to branding- Canva, GainApp, MailChimp, Wordpress, Adobe InDesign.
- Organizes marketing calendar with regular content.
- Gathers stories from programming to promote in communications via press releases, newsletters, and social media.
Management of Social Media includes:
- Manages calendar, content, and posts on national social media platforms.
- Tracks and reports analytics for social media platforms.
- Works with establishing and achieving goal to increase social media reach.
- Thought leader and creator of new content.
- Supports local teams’ social media platforms.
- Attends meetings with DMA Solutions.

Requirements
- Bachelor's degree or higher in communications, marketing, graphic design or a related field.
- Experience with Adobe, Canva, social media platforms, WordPress and MailChimp.
- Experience with photography or videography a plus.
- Desire and passion in working with a mission-driven organization related to children and families.
- Excellent oral, writing, and interpersonal communication skills.
- Strong project management and problem solving skills.
- Comfort reporting to multiple organizational stakeholders and collaborating across departments and teams.
- Ability to adapt work style and behaviors.

We are an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, or any other characteristic protected by law.

To apply, please send resume and cover letter to christina.blick@brighterbites.org with “Marketing Coordinator” in the subject line.