



Job Description and Responsibilities

Position Title: Last Mile Food Rescue Marketing Manager

Reports to: Chief Operating Officer

Position Purpose: The Marketing Manager is the critical link to maximizing the Food Rescue mission through volunteers, advocates and media. Whether making connections with volunteers and advocates or executing a social media posting, the day to day work of LMFR comes to life under the leadership of the LMFR Marketing Manager. Skilled in creating meaningful and lasting partnerships, the Marketing Manager directly impacts the mission, growth and sustainability of the Last Mile Food Rescue organization and ultimately assists in taking the issue of Food Insecurity 'off the table' for Greater Cincinnati. We are looking for someone who is mission driven and has a passion for making our community a better and more equitable place for ALL our citizens to live and thrive.

Major Responsibilities:

Manage and Execute LMFR Marketing/Communications

- Execute Marketing and social media strategy.
- Develop new content and maintain website. Write new stories, create new pages, and solicit updates from other departments.
- Write press releases and send them to appropriate press outlets as needed; maintain press list with accurate contact information.
- Maintain the LMFR photo library by taking photos, seeking pro bono photography, or contracting with paid photographers to capture our work.
- Develop and coordinate LMFR events, including training, promotion, fundraising and outreach events.
- Assist the COO and ED in writing content for key organization publications, including newsletters, annual reports, brochures, fact sheets, flyers, banners, brochures, event signage, invitations, etc. as needed.
- Support ED with fundraising activity, e.g. maintain donor records in Salesforce, manage on-line giving and prepare grant reports.

Lead Food Rescue Volunteer work force

- Recruit, train and manage/supervise (as needed) Food Rescue Heroes
- Create and implement volunteer recruitment campaigns including speaking engagements, volunteer fairs, media coverage, press releases, and marketing materials.
- Develop relationships with various faith communities, schools, senior centers to recruit volunteers on an on-going basis
- Engage volunteers through various social media outlets and regularly engage new volunteer groups, e.g., Scouts, Police, Corporations
- On-board and train all volunteers on LMFR policies, procedures and goals for community involvement
- Oversee on-going food safety training and other training for volunteers
- Implement Volunteer Recognition Program to honor milestones

Other Duties:

- Back up to Dispatcher for handling all incoming communications including advising volunteers, donors and partners on food rescue process. Takes and makes calls or connections to food donors and partners to manage scheduling challenges. Obtains substitute volunteers for scheduled or ad-hoc pickups as needed.
- All employees of LMFR may be required to occasionally fill in on food rescue routes or manage and schedule volunteers outside the scope of their essential duties.



- All employees of LMFR answer phones and respond to inquiries that may fall outside the scope of their essential duties.
- Perform other duties to benefit LMFR as directed by the COO or ED.

Qualifications & Competencies:

- Passion to make a difference in the areas of hunger relief, food rescue and food waste reduction.
- Excellent Communications, Interpersonal and Relationship Management Skills.
- Excellent public speaking and presentation skills.
- Ability to connect with others and forge strong relationships.
- Comfortable with ambiguity, ability to work under the stress of challenging deadlines, changing priorities and ultimate purpose of getting food to those who need it most.
- Highly motivated and dependable; ability to work independently and take initiative.
- Demonstrated ability to meet deadlines and reach/exceed measurable work performance goals
- Digitally savvy: Expert in Social Media, comfortable with learning CRM databases, phone systems and other computer software such: Microsoft 365 tools, Salesforce, Paypal, publishing/layout programs.
- Bachelor's degree in nonprofit management, communications, marketing, or a related field, or a combination of relevant education and professional experience in marketing, event planning, communications, fundraising, and/or community relations.

Licenses & Certifications:

- Current driver's license with good driving record. No moving violations within past 12 months.

Typical challenges this position will face:

- Challenges in communication or misunderstandings with volunteers, donors, partners, and staff.
- Frequent interruptions, especially during hours with heaviest volunteer activity.
- Change management and conflicts, last minute scheduling conflicts or changes in availability/need.
- Making sound, quick decisions based on available information.

Work Schedule & Requirements:

- Flexible full-time work schedule to respond to role demands, some weekend and evening work.
- Moderate physical demands associated with occasional donation pick-ups, lifting 20 – 40 lbs.
- Attend Weekly Video Staff connections
- Has own personal computer and home office space as well as smart phone

Work Environment & Culture:

- Work-from-home or mobile work location depending on demand of the day. LMFR has no home office. We work hard to develop community and connectedness using digital tools.
- In a Start-up environment, we do what it takes to be successful – this may involve picking up a rescue when a volunteer fails to show up or picking up a task assigned to another team mate to balance the workload

Rewarding purpose. Flexible Schedule. Starting Salary \$40,000 – 42,000 depending on experience.

Please direct interest and resume to:

Eileen M Budo, COO, Last Mile Food Rescue
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