



POSITION ANNOUNCEMENT
Digital Marketing and Social Media Manager

Location: Oakland, California
Status: Full-Time, Exempt
Reports to: VP Marketing & Communications

About The East Bay Community Foundation:

Founded in 1928, the East Bay Community Foundation (EBCF) mobilizes financial assets and community leadership to transform the lives of people in the East Bay. This means bringing together the financial resources and leadership capabilities of fund holders with those of government, business, private foundations, and community and nonprofit service providers in coordinated grantmaking efforts to positively affect social change. EBCF is committed to advancing a just East Bay, where all members of our community are treated fairly resulting in equitable opportunity and outcomes. In 2017, in partnership with our donors, EBCF granted more than \$46 million to local nonprofit organizations and had charitable assets under management of \$450 million.

As we engage with the broader community and one another, we endeavor to act with humility; we believe in the importance of diversity & inclusion; we possess a willingness to act with courage, integrity and compassion; and we are dedicated to fostering a culture of learning. Our work is rooted in social justice and each day is dedicated to moving closer to our vision of an inclusive, fair, and just East Bay. Driven by a spirit of collaboration, we believe the path forward is paved with innovative, progressive, and forward-thinking philanthropy. For more information, please visit www.ebcf.org.

About The Position:

EBCF seeks an enterprising, collaborative, and dedicated Content and Digital Marketing Manager to join The East Bay Community Foundation and grow our digital presence in the philanthropic space. The person in this role will partner with our VP, Marketing & Communications to develop a robust content strategy, and develop exciting ideas to engage our audience segments, design editorial calendars, newsletters and distribute content across all of EBCF's social and digital channels. The ideal candidate will have the opportunity to drive brand relevancy by translating EBCF's strategies and community impact into creative, sharable, socially-driven content.

Responsibilities:

Website/Social Platforms/Strategic Stakeholder Communications/General

- Oversee management, maintenance and optimization of www.ebcf.org
- Integrate content and engage with influencer groups to grow web traffic
- Generate, edit and publish content (original & curated images & video) that builds meaningful connections that inspire and encourages brand engagement
- Lead content marketing and social initiatives online and offline to drive stakeholder engagement
- Manage social and paid advertising to increase engagement and test audience segments
- Develop social performance metrics and recommend optimizations
- Effectively communicate the EBCF brand story by presenting a connection between the issues

impacting the East Bay region and our programmatic strategy and organizational vision

- Oversee development of quarterly digital newsletter to support key foundation initiatives and spur brand and community engagement
- Work closely with cross-departmental staff to create and distribute content that supports our philanthropic vision
- Create quarterly editorial calendar that aligns with brand, program and organizational pillars
- Embrace hands-on approach and provide marketing and communications support for events
- Maintain regular communication with internal staff to understand programs, initiatives, priorities
- Leverage regional data insights & social media metrics to amplify power of relevant content among core audience segments

Candidate Qualifications:

- Deep understanding of digital & social channels, content requirements for each (Instagram, Facebook, LinkedIn, Twitter) and best practices for audience engagement
- Driven self-starter with focus on strategic story-telling and brand building
- Basic SEO understanding, content strategy, development, distribution and KPI's
- Knowledge of Google Analytics to report on web content and social metrics
- Experience with e-mail marketing platforms to build, distribute & analyze content engagement
- Experience developing original content or in collaboration with other departments
- Minimum 5 yrs. experience in digital marketing or similar communications role
- Experience developing content and managing social media channels in philanthropy a plus

Valued Qualities:

- A passion for working with people, excellent organizational skills, and a mind for strategy
- Desire to work in, for and with a mission driven organization
- Consistently demonstrates professional excellence and integrity
- Personally committed to ideals of community, service, inclusion, and justice
- Appreciation for progressive movements, social justice, transformative change, and community-based solutions

Application Instructions:

To apply, please send the following to jobs@eastbaycf.org:

- Resume, Cover letter, Two (2) writing samples or relevant portfolio, Three (3) References

The East Bay Community Foundation receives many applications for open positions. Unfortunately, we are unable to respond to all who apply. Only applicants that meet specific requirements as outlined in the minimum qualifications section of the job description will be contacted. No phone calls, please.

The East Bay Community Foundation does not discriminate in employment opportunities or practices on the basis of race, ethnicity, religion, national origin, age, sex, sexual orientation, marital status, disability, or any other characteristic protected by law and is an employment-at-will company.