



Greater Lansing Food Bank (GLFB) is looking for a **Marketing Content Manager** to lead and execute the production, design and digital execution of GLFB's marketing communications. The Marketing Content Manager is an independent practitioner who owns the full creative execution process of their projects, while collaborating closely with the Senior Manager, Communications & Brand Strategy on overall strategy and messaging integration.

This is a full-time (36-40 hour weekly), non-exempt position located in Bath, MI. Work hours are generally during normal business hours, Monday through Friday, with occasional evening and weekend hours for special events, agency visits or conferences.

About Greater Lansing Food Bank

Founded in 1981, **Greater Lansing Food Bank (GLFB)** is a highly visible non-profit organization that provides food assistance to individuals and families in need in Ingham, Eaton, Clinton, Shiawassee, Clare, Isabella and Gratiot counties. Food is distributed through an extensive network of food pantries, shelters, community kitchens and mobile distributions throughout the seven-county service area. GLFB annually serves hundreds of thousands of people.

Greater Lansing Food Bank (GLFB) is committed to fostering, cultivating and preserving a culture of equity, diversity and inclusion. We embrace and encourage our employees' differences in age, color, disability, ethnicity, family or marital status, gender identity or expression, language, national origin, physical and mental ability, political affiliation, race, religion, sexual orientation, socio-economic status, veteran status and other characteristics that make our employees unique.

Position Details

Title: Marketing Content Manager

Department: DevComms/Philanthropy

Reports To: Senior Manager, Communications & Brand Strategy

Location: Greater Lansing Food Bank – Bath, MI

Employment Type: Full-time

Position Summary

This role executes all graphic design, digital marketing, general website updates and media asset management, ensuring that GLFB's visual and digital outputs are compelling, consistent and mission aligned.

Key Responsibilities:

Content Development & Asset Management

- Lead in-house design of all materials including annual reports, direct mail campaigns, brochures, signage, infographics, social media graphics and digital ads.
- Maintain GLFB's digital media library, overseeing photo organization, storage and metadata.
- Capture, edit and produce basic photos and short-form video content for social media and digital campaigns.
- Maintain GLFB's visual identity standards across all outputs.

Digital Identity Management

- Manage GLFB's organic and paid digital presence (Meta, Google Ads, social channels, email marketing).
- Create and schedule content, design graphics, manage segmentation and track performance metrics.
- Support the Senior Manager through technical and visual updates to the website, including but not necessarily limited to content uploads, copyediting, layout adjustment and mobile optimization.

Vendor & Print Management

- Manage relationships with external printers and production vendors.
- Oversee print specifications (bleeds, CMYK, paper stock) and ensure brand consistency and quality.
- Coordinate timelines, proofs and final delivery of printed materials.

Required Skills & Qualifications

- Bachelor's degree in graphic design, digital media, marketing, or related field.

- 3–5 years of experience in graphic design, digital marketing or related creative roles.
- Proficiency in Adobe Creative Suite (InDesign, Illustrator, Photoshop), Canva and digital advertising tools (ex. Google Ads, Meta Business Suite).
- Basic video editing skills and experience producing short-form content.
- Strong project management and organizational skills.
- Ability to independently manage multiple simultaneous projects.

Preferred Qualifications

- Email marketing experience (Constant Contact, Mailchimp or similar).
- Familiarity with WordPress or other CMS platforms.
- Experience in nonprofit communications.

Compensation and Benefits:

GLFB offers a competitive compensation package, including paid medical/dental/vision insurance, 401k, vacation leave, sick leave, and paid holidays.

To apply

Please send 3 to 5 examples showcasing a variety of digital and print design work, a cover letter, resume and salary requirements to Holly Pace-Hart, human resources specialist, at holly@gfoodbank.org. For additional information, please visit www.gfoodbank.org. Position remains open until filled. EOE. No phone calls please.