



CONTRACTOR ASSIGNMENT & REQUIREMENTS

Contractor Role:	Multicultural Marketing Strategy Project Manager
Department:	Brand & Content Marketing
Reports To:	Director, Audience Strategy & Insights / VP, Brand & Content Marketing
Hours:	15 - 25/week. Hours will be planned against work timeline established by Feeding America Marketing team and multicultural marketing consultant partner.

Overview: Strategic partner and project manager to support a 6-8 month multicultural marketing strategy project conducted by Feeding America with consultant partner. Project scope of work includes brand immersion (creative audit, stakeholder interviews, document review), qualitative + quantitative research (focus groups, national surveys, analysis) and strategic plan development.

CONTRACT ASSIGNMENT

1. Serve as an experienced and strategic thought-partner to Feeding America Marketing team as we explore new work to engage multicultural marketing supporter audiences (e.g. donors, advocates). This includes active participation in all phases of the project and identifying critical questions / insights to consider, ultimately pushing to improve Feeding America's marketing creative and multicultural marketing strategy toward authentic and meaningful connections with new audiences.
2. Lead Spanish-language work for the multicultural marketing strategy project in partnership with consulting partner. This includes reviewing / providing feedback on Spanish research discussion guides and survey drafts for accuracy / cultural nuances and observing research focus groups conducted in Spanish. May include review and feedback of Spanish-language creative examples and mock-ups as collected through landscape research.
3. Manage all project management duties in lock-step with consulting partner to ensure timely execution in established scope-of-work. This includes timeline and schedule management, scheduling meetings across stakeholders, document collection and file management and team or timeline dependency identification.
4. Partner with Feeding America teams and consultant partner for internal synthesis and sharing across key stakeholders. This will include established milestones within scope of work (e.g. stakeholder interviews, focus group observation) and participation in final presentations to share strategic plan at project conclusion.
5. Serve as project lead reporting directly to VP, Brand & Content Marketing and acting primary point of contact for consultant partner from July 1 – October 31, 2021

CONTRACT REQUIREMENTS

- Fundamental commitment to equity, diversity and inclusion
- Has 10+ years in Marketing with demonstrated experience in multicultural marketing
- Is fluent in Spanish
- Can flex between project management and strategic guidance & input throughout the project
- Available for 15-25 hours/week, April-December 2021

TO APPLY PLEASE EMAIL: cgreeley@feedingamerica.org