

Second Harvest Food Bank of East Tennessee

Job Description: Marketing & Digital Media Coordinator

Team: Development

Reports to: Engagement and Communications Manager

Supervises: None

Job Summary: The Marketing & Digital Media coordinator is responsible for supporting Second Harvest's marketing strategic plan and its derivatives by creating written, visual, and digital content, as well as copy editing online communications and providing quality control checks. This is an ideal position for a personable, mission driven, tech savvy, energetic, and professional individual.

Essential Duties and Responsibilities:

1. Marketing & Design

- a. Collaboratively implement the production of print and digital publications (annual report, research findings, etc.) in partnership with organization staff, to include content development, design, production, and distribution.
- b. Work with appropriate personnel to help conceptualize, develop, produce, and order marketing materials, including newsletters, annual appeals, website banners, mobile distributions, digital content, fact cards, posters, flyers, digital and print ads, truck wraps, event marketing campaigns, updating "can wall" and annual report.
- c. Design, create and manage digital appeals and Thank You Letters using Luminato.
- d. Design and develop creative communication and marketing materials to support educational and promotional pieces, program objectives, events, sponsors, and grant promises. Support team in crafting the message when and where appropriate.
- e. Creation of internal communications, press releases (excluding events), press kits, newsletters, related marketing, and speeches given by executives as well as web and social media presence.
- f. Ensure all branding and messaging upholds the Second Harvest brand guidelines and messaging is consistent across all platforms.
- g. Manage the production of photography and short videos for on-site presentations and special events.
- h. Maintain Second Harvest media asset library (organized portfolio of photos, videos, newsletters, social media posts, story collection, etc).

2. Website

- a. Maintain accurate information and branding on website to reflect current statistics, facts, and appropriate language.
- b. Create and maintain calendar of events on website including Mobile Pantries and Special Events.
- c. Keep all information current, including partner agency information, program descriptions, financial documents, and data (update numbers twice per year).
- d. Update Find a Food Pantry page regularly.
- e. Develop and curate engaging monthly blogs that are relevant to Second Harvest.
- f. Maintain the Virtual Food Drive platform.

- 3. Social Media** –*all social media accounts below are included but not limited to:*
- a. Execute a results-driven social media strategy.
 - b. Maintain unified brand voice across all social media channels.
 - c. Create and execute a social media calendar.
 - d. Develop, curate, and post engaging content for all social media platforms, including grants & sponsorship requirements for social media posts.
 - e. Respond to social media messages in a timely manner to answer questions, give pantry information, and event information, etc.
 - f. Monitor and interact with content across platforms to increase Second Harvest’s engagement (like other pages, their photos, reply to comments, thank commenters, etc.) including partner organizations.
 - g. Develop social media “pulse report” for each board meeting – include number of followers and engagement on each platform and donations from social media outreach.
 - h. Collaborate with staff on donor stewardship, acknowledgment, and recognition to keep our messaging consistent.
 - i. Create all content campaigns that align with the Second Harvest mission, match mail pieces, and tell the Second Harvest story.
 - j. Assist in completion of end-to-end digital projects.
 - k. Work to improve our brand presence and boost brand awareness.
 - l. Stay up to date with digital media developments and trends.
 - m. Oversee social media fundraising.
4. Flexible expectations in meeting a variety of responsibilities throughout the day to ensure the success of the Marketing Team and Second Harvest Food Bank of East Tennessee.

Skills, Education and Experience:

- 1. Bachelor’s degree in Communications, PR, Marketing, or similar field
- 2. An astute writer
- 3. Strong sensibilities and understanding of typography, layout, color theory, command of design principles and printing process
- 4. Proficient in Photoshop, InDesign, Illustrator
- 5. Experience with creating digital and printed media
- 6. Accomplished user of Microsoft Office applications
- 7. Excellent organizational skills and deadline driven
- 8. Ability to understand and execute complex instructions.
- 9. Ability to work on several projects at once under tight deadlines
- 10. Strong interpersonal skills: ability to work effectively with professionals, nonprofessionals, and volunteers
- 11. Communicates effectively and respectfully with people from different racial, ethnic, and cultural groups and/or different backgrounds and lifestyles; demonstrate a knowledge of and sensitivity to their needs
- 12. Skilled in WordPress website development and maintenance is preferred

Physical Requirements:

- 1. Must be comfortable working in an office environment for extended periods of time.
- 2. Ability to perform physical labor as necessary (stand/walk/move for long periods of time)