



Job Title: **Marketing Content Coordinator**
FLSA Status: 40 Hours/Full Time Exempt
Reports to: Marketing and Events Director
Date: October 25, 2021

POSITION SUMMARY:

Loaves & Fishes/Friendship Trays is looking for a creative storyteller who can help share our passion for our mission of feeding neighbors in need. Reporting to the Marketing and Events Director, the **Marketing Content Coordinator** is responsible for creating thought provoking content for all aspects of our newly merged organization's communication and marketing efforts in support of our mission and brand.

The ideal candidate embraces open collaboration, is creative, a strong writer with a passion for fighting food insecurity who can help Loaves & Fishes/Friendship Trays effectively communicate our mission. Enjoys working in a close team environment, but can also work independently and enjoy an agile organization that is focused on being a leader in the non-profit industry.

ESSENTIAL FUNCTIONS:

1. Create and manage compelling content for all social media channels (raise visibility, educate and promote, support fundraising, promote events, etc...).
2. Develop monthly social media content plans with branded guidelines for visual graphics.
3. Collect testimonial stories for Loaves & Fishes/Friendship Trays including client, staff, volunteer and donor stories.
4. Manage creative photoshoots and videos with cell phone capabilities to support content development on social media platforms.
5. Write compelling stories for blogs, e-newsletters, print newsletters and social media.
6. Monitor social media accounts, interact and engage with users to increase engagement rates.
7. Basic understanding of the social channels algorithms and updates to maintain positive organic rankings.
8. Analyze marketing data and provide recommendations on how to make our social channels more engaging.
9. Attend events - post content, etc...

10. Work directly with Marketing and Events Director to develop a dynamic and comprehensive, consistent, innovative digital communication strategy.

Other Responsibilities:

11. Assist with other marketing projects as needed and bring new ideas and innovation to the table.
12. Support needs of Development Department.
13. Adhere to the Association of Fundraising Professionals Code of Ethics and Donor Bill of Rights.
14. Attend staff meetings/trainings and other meetings as required.
15. Perform other duties as directed by supervisor.

QUALIFICATIONS:

- Associate's or higher degree preferred with at least two to three years of relevant marketing experience.
- Ability to communicate effectively, both written and oral with great interpersonal skills.
- Strong writing skills with attention to detail and accuracy a must.
- Good photography skills using an iPhone.
- Understanding of the differences in audiences and communication styles between social media channels specifically thought influencer platforms versus community engagement ones.
- Comfortable interviewing diverse demographics (Seniors, children, clients, donors, volunteers, etc...).
- Good Graphic Design skill a plus or ability to use templated program (ex: Canva).
- High energy, positive, "can-do" attitude, flexibility, team player, organized with attention to detail; high degree of initiative and an ability to set priorities and manage multiple tasks and projects under minimal supervision.
- Ability to work with sensitivity and without discrimination towards a diversity of cultures, races/ethnicity, socio-economic positions, ages, religions, genders, physical/mental challenges/disabilities, and sexual orientations.
- Ability to interact and engage with clients, funders, volunteers, and other supporters.
- Valid driver's license and own transportation.
- A passion for fighting hunger and poverty is essential.

This job description may not be all inclusive and employees are expected to perform all other duties as assigned and directed by management. Job descriptions and duties will be reviewed annually and may be modified when deemed appropriate by management.

TO APPLY FOR THIS POSITION, PLEASE SEND YOUR COVER LETTER AND RESUME TO HR@loavesandfishes.org. In the subject line, please enter Marketing Content Coordinator. Please include portfolio/creative samples of social media content, photography and/or video work if applicable.