



We are looking for a creative, thoughtful, professional Marketing & Design Coordinator to tell engaging visual stories using graphic design and to help drive messaging that is inclusive, educates the public about food insecurity, and encourages community support and participation.

In addition to a great work environment, The Food Bank offers 14 days paid vacation to start, 11 paid holidays, 10 paid sick days, excellent health and dental coverage, and 403b retirement plan with employer match.

To apply, please forward a cover letter, resume, and portfolio (or link to portfolio) to:
jobs@foodbankwma.org

This position reports to the Communications & Engagement Officer

ESSENTIAL FUNCTIONS

- Working with staff content creators, use Adobe Creative Suite to design and update visually compelling marketing materials to encourage community support. Materials include well-crafted and impactful infographics, branding and layout for all marketing campaigns as programs and advocacy materials, annual reports, event promotion, social media, donor appeals, advertisements, brochures, email campaigns, -website, and more.
- Serve as in-house project coordinator, communicating with Food Bank staff and consultants during organizational re-branding initiative.
- Redesign all Food Bank visual collateral, including print and digital materials, signage to reflect new branding
- Develop and carry out plan with print house and sign makers to ensure timely rebranding of all design materials.
- Design mission-related graphic materials to create visual storytelling materials that educate and engage the public about food insecurity and related causes including advocacy campaigns, Food Bank programs, and services.
- Develop and maintain the integrity of The Food Bank brand, including logos, brand guidelines, and business collateral.
- Ongoing management of visual components of the website to engage, attract, and convert visitors, including maintaining cohesiveness and integrity of the user experience.
- Manage logistics for direct mailings and purchase of print collateral for organization.
- Work with development team members to execute online marketing campaigns (including virtual Food Drives, third-party events, etc.).
- Maintain and troubleshoot the website using the WordPress CMS platform and update website content as needed.

OTHER RESPONSIBILITIES

- Develop and provide reports as necessary
- Collaborate with Supervisor, Director, and all appropriate Food Bank staff to accomplish organizational goals
- Serve as photographer for print and digital collateral as needed

- Manage and maintain photo library in collaboration with Communication Coordinator

WORKING CONDITIONS

Remote and in office

Occasional evenings and weekends hours with opportunity to flex time

Occasional off site work-related functions

JOB QUALIFICATIONS/ REQUIREMENTS

Education & Training – Associates degree in Graphic Design, Marketing, Communications, or related field or equivalent combination

Experience – 2-3 years of experience in graphic design

Other skills -

- Proficiency with the Adobe Creative Suite (Photoshop, InDesign, Illustrator)
- Proficiency with social media (Facebook, Twitter, Instagram, etc.), and other online tools to raise awareness and facilitate engagement
- Proficiency in MS Office tools for general office and design duties
- Working knowledge of HTML and CSS
- Agile, flexible professional with an ability to work as well independently and as with a team
- Strong design aesthetic with a good understanding of graphic design, digital media, typography, page layout, and packaging
- Ability to create well-crafted visuals that represent the wide-ranging diversity of the Western Massachusetts community, practicing and reflecting ethical storytelling
- Ability to multitask, prioritize multiple projects, and meet deadlines

JOB PREFERENCES

- 2-3 years' experience in corporate or non-profit communications
- Demonstrated experience producing visuals informed by ethical storytelling standards
- Experience designing for multiple print and digital platforms

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