Digital Communications Coordinator

If you are passionate about The Food Bank’s mission, you are skilled at engaging online communities, and you have excellent writing skills, this may be the job for you!

The Food Bank is looking for someone to establish memorable relationships with our donors and followers. The job description is below.

In addition to a great work environment, we provide 14 days of paid vacation to start, 12 holidays, 10 sick days, excellent health and dental coverage, and a retirement plan with an employer match.

➢ The starting pay for this position is $20.45/hour. We offer higher starting pay for those who are Bilingual in Spanish and/or have additional years of experience in key areas.
➢ We are currently located in Hatfield and we are moving to our new facility in Chicopee at the end of August!

To apply please send a resume, cover letter, and links to social media sites you have maintained to jobs@foodbankwma.org so we can get to know you. We only review applications that include this information.

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JOB OVERVIEW

The Digital Communications Coordinator is responsible for building, expanding, and maintaining an online community presence primarily through social media, and by supporting email marketing and updates to The Food Bank website with the goal of establishing memorable relationships with our donors and followers.

ESSENTIAL FUNCTIONS

• Create and manage organic daily and event social media posts, pull reports and analytics, and develop and curate content calendars – all in alignment with the Food Bank’s communications and brand goals.
• Show initiative in attending events, interviewing stakeholders, and collaborating with staff and organizational partners for social media content creation and sharing.
• Engage with the audience and respond to comments and messages.
• Utilize leading social media content creator tools, including audio, animation, and video.
• Monitor media mentions and create quarterly reports.
• Maintain and manage the photo library.
OTHER RESPONSIBILITIES

• Stay informed about industry trends and audience behavior.
• Make minor website updates, upon request.
• Assemble and schedule email blasts, based on content received by managers.

WORKING CONDITIONS

• Onsite and in the field (60%) with remote work the rest of the time if desired
• Regular travel throughout Western Massachusetts
• Occasional evenings and weekends
• Attend virtual and off-site activities and functions

JOB QUALIFICATIONS/ REQUIREMENTS

Education & Training – Associates Degree in communications or related field. Extensive experience may count toward degree
Experience – At least 2 years of experience in social media marketing

Skills
• Demonstrated experience engaging an online community
• Proficiency with social media platforms (Facebook, Twitter, Instagram, LinkedIn, YouTube, TikTok) and Meta Business Suite
• Excellent writing skills including a demonstrated ability to use appropriate tone and content
• Experience participating thoughtfully and collaboratively as part of a team
• Ability to switch gears to meet deadlines
• Ability to travel throughout Western Massachusetts with access to reliable transportation and/or a driver’s license with a driving record consistent with TFB’s liability insurance

JOB PREFERENCES

• Bilingual in Spanish -especially native or heritage speakers
• 3+ years of experience in social media marketing
• Experience working with, using, or volunteering at a food pantry or meal site
• 2 years of experience working with issues related to hunger and/or poverty or lived experience with hunger and/or poverty
• Video editing skills
• Working knowledge of Adobe Creative Suite
• Proficiency with Wordpress CMS and Google Analytics
• Experience using Hootsuite or another social media scheduling platform

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