

FOOD BANK

OF WESTERN MASSACHUSETTS

Do you want to use your extensive writing skills to fight hunger and strengthen our community? Do you believe words can build community and drive change? Come tell our story!

The salary range for this position is \$24.33-\$35.96/hour. The expected starting wage is \$27.97-\$28.50/hour.

To apply, please forward your resume, cover letter and 3-5 writing samples, ideally with links to web content. **Send all applications to jobs@foodbankwma.org**

The Food Bank is an equal-opportunity employer that celebrates diversity and is committed to an inclusive environment for all its contracted workers, employees, and volunteers. If you require reasonable accommodation to complete a job application, job interview, or to otherwise participate in our hiring process, please email us at jobs@foodbankwma.org, or call us at **(413) 419-0191**.

JOB OVERVIEW

The Senior Content Coordinator leads the development and coordination of written communications for the Food Bank. This position collaborates with the Communications & Engagement Manager and other staff to create clear, compelling, and ethical content across the Food Bank website, email marketing, donor communications, and program-related materials, ensuring consistent voice, tone, and messaging.

REPORTING RELATIONSHIPS

Reports to: Communications & Engagement Manager

Supervises: No direct reports

ESSENTIAL FUNCTIONS

Editorial Guidance and Writing

- Serve as the primary writer and editor for the Food Bank's website, email marketing, donor communications, and key programmatic materials
- Establish and maintain consistent voice, tone, and messaging across all written content
- Ensure all communications reflect the Food Bank's values, ethical storytelling standards, and inclusive language practices

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Website Content Management

- Manage website content, and collaborate with the Communications & Engagement Manager on site structure, new features, campaign, and event landing pages
- Ensure website content is accessible, accurate, and up to date
- Apply SEO and readability best practices to maximize reach and clarity
- Monitor and report on website performance analytics

Email Marketing and Donor Communications

- Create email marketing strategy in partnership with Communications, Development, Events, and Programs
- Write and coordinate donor-facing emails, and assist with appeals, stewardship messages, and impact updates
- Manage editorial calendar for email marketing
- Monitor and report out on performance metrics; refine content based on engagement and results

Content Planning and Workflow Management

- Manage content intake processes and production timelines
- Coordinate cross-functional input from across the organization
- Collaborate and support efficient reuse and adaptation of content across platforms

Collaboration and Cross-Departmental Support

- Collaborate across divisions to shape and distribute content across multiple channels
- Collaborate with the Marketing and Design Coordinator to align written and visual content
- Support organizational campaigns, emergency communications, and special initiatives as needed

OTHER RESPONSIBILITIES

- Be the primary point of contact for the organization when the Communications and Engagement Manager is unavailable.
- Provide back-up support and assist with social media activity across all platforms, including drafting and scheduling posts.
- Attend Food Bank events and provide support as part of the Development Division.

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- Collaboratively manage communications files and assets on cloud platforms such as HeyZine and OneDrive, as well as in-office print materials and the communications archive.
- Process internal communications requests, coordinating with other staff, as needed.
- Field inquiries received from the website contact page.

WORKING CONDITIONS

- Remote and office environment
- Occasional evenings and weekends
- Attend work-related functions - virtual and throughout Massachusetts

JOB QUALIFICATIONS/ REQUIREMENTS

Education and training – Bachelor’s Degree and 5+ years of experience in journalism, public relations, or corporate communications. Extensive experience may count toward a degree.

Other skills

- 5+ years of professional writing and editing experience, preferably in nonprofit, public interest, or mission-driven organizations
- Experience collaborating across departments and with external partners
- Ability to manage multiple projects and deadlines in a fast-paced environment
- Demonstrated excellence in writing for digital platforms, particularly websites and email marketing
- Demonstrated experience with Wordpress and Canva
- Experience working with donor communications or fundraising campaigns
- Strong editorial judgment and attention to detail
- Experience managing content workflows and editorial calendars
- Demonstrated experience with analytic tools and reporting
- Maintain up-to-date knowledge on topics related to food insecurity and its underlying causes through a variety of resources.
- Maintain up-to-date knowledge on digital marketing tools and platforms, including email clients, third-party content creation tools, and other resources.
- Reliable transportation with the ability to travel throughout Western Massachusetts

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JOB PREFERENCES

- Familiarity with Luminate and Razor's Edge fundraising platforms, VoterVoice advocacy platform, and Jotform
- Understanding of ethical storytelling, accessibility standards, and inclusive language
- Bilingual in Spanish
- Hands-on photography skills
- Personal experience with food insecurity and/or its underlying causes