

Channel One Regional Food Bank

Job Opening



Position Title: Communications and Marketing Coordinator

Department: Development

Supervised by: Development Associate

Classification: Full-time, non-exempt

Hours: 8:00am to 4:00pm, Monday – Friday

This position has the option to work remotely but this individual must be available to come to Channel One once a week or as needed.

POSITION SUMMARY

The Communications and Marketing Coordinator will provide support to various teams, programs, and community outreach efforts within Channel One. Creating content, as well as editing and writing company materials and communications, is an important part of this position. This role requires an excellent communicator with strong attention to detail. One must also have administrative, social media, marketing, and design experience.

PRIMARY RESPONSIBILITIES

1. Ensure that Channel One is active and well received on social media by creating and uploading content to various platforms such as X, Meta/Facebook, LinkedIn, and/or the company blog
2. Writing articles, conducting interviews, and other messaging for Channel One's newsletter, email campaigns, or other publications. This could involve conducting research, writing pieces of content, editing content, and submitting for release
3. Create visual materials like Newsletters, Community Reports, Flyers, Signage, and various other artwork
4. Develop and implement communications and social media strategies
5. Contribute to brainstorming sessions within the communications and development department involving the areas of marketing, fundraising, advertising, or public relations
6. Collect stories throughout Channel One from staff, volunteers, and clients
7. Maintain web content
8. Update databases and media/contact lists
9. Track communication projects and media exposure
10. Facilitate effective internal and external communications
11. Prepare presentations and reports on communication efforts and successes
12. Manage digital marketing budget, content, and vendor relationship
13. Ensure brand consistency throughout the organization
14. Provide expertise to other agencies or food partners as needed
15. Manage Google Ad Grants
16. Assist with the planning and/or documents for board and committee meetings
17. Work with third-party vendors for signage and translation services, etc.

EDUCATION AND REQUIREMENTS

- Proven experience as a Communications and Marketing Specialist or similar role
- Understanding of media relations and digital media strategies
- Proficient in MS Office and Adobe design software (e.g. Photoshop, InDesign) and content management systems
- Solid editing and researching skills
- Excellent interpersonal and communication abilities (oral and written)
- Have strong writing skills and the ability to produce clear, concise, and professional messaging
- Strong attention to detail
- Ability to work independently and as a team
- Customer service skills
- Organizational skills and the ability to juggle several different types of projects
- BSc/BA in Marketing, Communications or a related field is desired

WAGE AND BENEFITS

Wage Range: \$28.15 - \$28.65/hour

Benefits include:

- Health Insurance
- Company paid Employee Dental Insurance
- Company paid Employee Life and LTD Insurance
- Flexible Spending Plans (FSA & HSA Options)
- 401(K) with employer match
- 9 Paid Holidays/year
- Paid Vacation and Paid Sick Leave
- 30 Minutes paid lunch breaks