



Inter-Faith Food Shuttle Job Description

Job title	Communications Coordinator II
Reports to	Chief Development Officer
Job Classification	Full-time / Exempt

Job purpose

The Communications Coordinator II is a key member of the Advancement team, responsible for executing integrated marketing, branding, and communications strategies that elevate Inter-Faith Food Shuttle's mission, visibility, and impact.

This role blends strategy and execution across content creation, digital marketing, storytelling, and public engagement. The Communications Coordinator II will help drive awareness, deepen community relationships, and support fundraising outcomes through cohesive, mission-driven communications.

Duties and responsibilities

Strategic Marketing & Brand Management

- Support the development and execution of integrated marketing and communications strategies aligned with organizational goals.
- Ensure brand consistency across all platforms, materials, and campaigns, maintaining alignment with organizational voice and visual identity.
- Evaluate and refine marketing strategies based on performance data, audience engagement, and organizational priorities.
- Collaborate with leadership to identify opportunities to expand brand awareness and community impact.

Content Development & Storytelling

- Develop compelling, mission-centered content for digital and print platforms, including website copy, blogs, newsletters, donor communications, and impact reports.
- Capture and share stories that highlight program outcomes, community impact, and stakeholder experiences.
- Ensure content is clear, engaging, and tailored to diverse audiences.

Communications & Content Management

- Manage and maintain an organizational content calendar.
- Create and edit internal and external communications materials, including graphic design assets using tools such as Canva and Adobe Creative Cloud.

- Review and edit content to ensure clarity, consistency, and alignment with brand standards.

Digital Marketing & Channel Management

- Manage social media strategy and execution, including content planning, scheduling, engagement, and analytics.
- Maintain and optimize website content, including landing pages, donation pages, and campaign assets.
- Oversee digital advertising efforts (e.g., Google Ads, paid social) and implement SEO best practices.
- Lead digital strategy and execution for key campaigns such as Giving Tuesday.

Email Marketing & Audience Engagement

- Design and manage email campaigns and automated workflows to support engagement, stewardship, and fundraising.
- Lead content collection, design, scheduling, and coordination of monthly digital newsletters and other digital communications, ensuring timely delivery and alignment with organizational goals.
- Monitor email performance metrics and optimize campaigns accordingly.

Community Engagement & Public Relations

- Support outreach initiatives to promote programs, services, and events.
- Draft press releases, media pitches, and public statements.
- Build and maintain relationships with media, partners, and stakeholders.
- Represent the organization at events as needed, including occasional evenings and weekends.

Data Tracking & Reporting

- Track and analyze communications performance across channels.
- Prepare reports summarizing campaign outcomes and audience insights.
- Leverage data to inform messaging, strategy, and decision-making.
- Stay current on nonprofit marketing trends and best practices.

Project Management & Cross-Functional Collaboration

- Manage multiple marketing and communications projects simultaneously, ensuring deadlines, quality standards, and organizational priorities are met.
- Collaborate cross-functionally with program, development, and leadership teams.
- Maintain organized workflows, project timelines, and communication plans.
- Demonstrate flexibility and responsiveness in a fast-paced nonprofit environment.

General Communications & Development Support

- Assist with event planning, promotion, and on-site coverage.
- Monitor and respond to general inbox inquiries, directing messages as appropriate.
- Serve as a knowledgeable and engaging ambassador for the organization.
- Provide additional support as needed to advance organizational priorities.

Qualifications

- The ideal candidate will have or exhibit:

- Commitment to Inter-Faith Food Shuttle’s mission to address food insecurity and poverty.
- Bachelor’s degree in communications, marketing, or a related field.
- 1–2 years of experience in marketing, communications, or a related role.
- Demonstrated experience in branding, marketing execution, and communications.
- Excellent written and verbal communication skills with strong storytelling ability.
- Experience with tools such as WordPress, Google Analytics, Google Ads, Meta Business Suite, Canva, Adobe Creative Cloud, email marketing platforms, and SEO tools.
- Strong organizational and project management skills.
- Ability to manage multiple priorities effectively.
- Professionalism, adaptability, and strong interpersonal skills.
- Flexibility to work occasional evenings and weekends.

Knowledge, skills, and abilities

- Strategic marketing and communications planning
- Brand development and consistency
- Social media management and platform best practices (Instagram, Facebook, LinkedIn)
- Digital marketing, SEO, and audience engagement strategies
- Data analysis and performance optimization
- Email marketing and campaign execution
- Strong collaboration, creativity, and problem-solving skills
- Attention to detail and ability to maintain high-quality work across multiple projects
- Proficiency in Canva and Adobe Creative Suite, particularly Premiere Pro, with experience in video editing and visual content creation.

Core Competencies

- **Creative Thinking:** Generates new ideas and concepts that add value to the organization, team, and external partners. Uses inventiveness, resourcefulness, and flexibility to think outside the box to go beyond existing knowledge.
- **Fostering Teamwork:** As a team member, the ability and desire to work cooperatively with others on the team; listens and responds constructively to other team member’s ideas. Provides assistance, information, or other support to others, to build or maintain relationships.
- **Customer Orientation:** The ability to demonstrate concern for satisfying one’s external and internal customers.
- **Flexibility:** The ability to be open to different and new ways of doing things; willingness to modify one’s preferred way of doing things.
- **Thoroughness:** Ensures that one’s own and others’ work and information are complete and accurate; carefully preparing for meetings and presentations. Sets up procedures to ensure quality of work (e.g., reports); monitors the quality of work, verifies information.

EEO and E-Verify

Equal Employment Opportunity (EEO) [Inter-Faith Food Shuttle] provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity.

ADA Compliant: [Inter-Faith Food Shuttle] is committed to providing access, equal opportunity, and reasonable accommodation for individuals with disabilities in employment, its services, programs, and activities. To request reasonable accommodation, contact [HR department].

Inter-Faith Food Shuttle validates the right to work using E-Verify. Inter-Faith Food Shuttle will provide the Social Security Administration (SSA) and, if necessary, the Department of Homeland Security (DHS), with information from each new employee's Form I-9 to confirm work authorization.

Working conditions

Professional office environment, working at computer, and use of technology. Ability to work occasional nights and weekends. Employee may be eligible for remote days.

Physical requirements

Ability to sit and stand for lengthy periods of time as part of normal professional office routine.

Direct reports

None

For HR Use Only

Date Approved by Hiring Manager:	
Date Approved by Department Head:	
Date Approved by Human Resources:	
Employee Signature	
Date of Employee Signature	