



# INTER-FAITH FOOD SHUTTLE

## JOB POSTING

### ***Digital Communications Specialist***

#### **ABOUT US**

*Inter-Faith Food Shuttle envisions a hunger free community. We feed our neighbors, teach self-sufficiency, grow healthy food, and cultivate innovative approaches to end hunger. As a member of Feeding America, the Food Shuttle distributes over 9 million pounds of food per year, 37% of which is fresh produce. From Grocery Bags for Seniors, Backpack Buddies, and School Pantries; to Community Health Education and Mobile Markets; Catering and Culinary Job Training; and Community Gardening and a 14-Acre Farm; we go directly to the point of need to empower people and overcome the burden of hunger.*

*The Digital Communications Specialist is responsible for developing, executing, and continuously improving digital strategies across platforms, including social media, email marketing, video, podcasts, web, and more. The Digital Communications Specialist is both a content creator and a strategic driver, proactively identifying opportunities to grow and strengthen the organization's digital footprint through data, trends, and audience insights. In close collaboration with the Communications Manager and Development team, this role elevates storytelling and digital campaigns that amplify mission and impact.*

#### **DUTIES AND RESPONSIBILITIES**

##### **Strategy, Brand, & Digital Presence**

- In collaboration with the Communications Manager, support and execute communications strategies that strengthen Inter-Faith Food Shuttle's brand voice, digital presence, and fundraising initiatives.
- Manage the organization's overall digital presence, ensuring consistency, quality, and alignment with brand standards and organizational priorities across all platforms.
- Uphold the voice and branding standards of Inter-Faith Food Shuttle by reviewing, updating, and creating designs and templates for internal and external use.

##### **Content Creation & Storytelling**

- Capture, produce, and edit photo and video content to support digital communications, fundraising campaigns, events, and social media platforms, ensuring content aligns with strategic goals and enhances storytelling.
- Provide clear, concise, and effective written content for blogs, social media, website, and other communications that reflect the organization's mission and impact.

## **Digital Marketing, Campaigns, & Channels**

- Lead and manage social media channels, including strategy development, content planning, copywriting, scheduling, community engagement, analytics tracking, and performance optimization.
- Build and manage digital assets through website content, such as creating landing pages, campaign pages, donation pages, pop-ups, and other digital promotional tools.
- Manage and optimize digital advertising efforts, including Google Ads and paid social campaigns, and apply basic SEO best practices to improve website visibility, traffic, and conversion.
- Lead Giving Tuesday digital fundraising campaign efforts, including content creation and coordination of logistics from concept to execution.

## **Email Marketing & Audience Engagement**

- Design, implement, and optimize workflows and automations to support audience engagement, donor stewardship, and organizational initiatives across email and other digital platforms.
- Lead content collection, design, scheduling, and coordination of monthly digital newsletters and other digital communications, ensuring timely delivery and alignment with organizational goals.
- Write and design email campaigns aligned with engagement, fundraising, and stewardship goals.

## **General Communications & Development Support**

- Assist the Development and Communications teams in event planning, promotion, and digital coverage.
- Attend and assist at Inter-Faith Food Shuttle and community events as needed.
- Serve as a representative of the organization by confidently communicating the mission, engaging diverse audiences, and advocating for neighbors and the communities served.
- Review and respond to inquiries from the Food Shuttle main inbox and route messages to appropriate departments as needed.
- Provide additional support across the organization as needed to meet organizational needs and priorities.

## **QUALIFICATIONS**

- A 4-year degree or combination of a two-year degree and applicable certifications with demonstrated experience in digital marketing, communications, or social media; or an equivalent combination of education and experience.
- Proven success managing social media and digital platforms, including content creation, engagement, and performance tracking.
- Experience using digital marketing tools such as WordPress, Meta Business Suite, Google Ads, Google Analytics, Yoast SEO, Canva, Adobe Creative Cloud, Microsoft Office Suite, email marketing tools, and peer-to-peer fundraising platforms.
- Experience executing or supporting digital advertising campaigns, including Google Ads or paid social, is preferred.
- Familiarity with SEO best practices and experience using Google Analytics or similar tools to track and improve performance.

- Experience with nonprofit communications, fundraising, or donor engagement is a plus.
- Excellent written and verbal communication skills.
- Strong organizational skills with the ability to prioritize, manage multiple projects, and meet deadlines.
- Detail-oriented, self-starter with the ability to work both independently and collaboratively.
- Flexibility to work occasional nights and weekends.

### **Knowledge, skills, and abilities**

- Proficiency in Canva and Adobe Creative Suite, particularly Premiere Pro, with experience in video editing and visual content creation.
- Experience managing social media platforms such as Instagram, Facebook, and LinkedIn, with an understanding of platform-specific best practices.
- Understanding of digital content strategy, audience engagement, and basic SEO principles.
- Ability to analyze performance metrics and adjust strategies based on data and insights.
- Experience with email marketing platforms, including list management and campaign execution.
- Ability to manage multiple projects in a fast-paced environment while maintaining quality and attention to detail.
- Creative thinker with a collaborative mindset and strong problem-solving skills.

### **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.

### **WORKING CONDITIONS**

Professional office environment, working at computer, and use of technology. Ability to work occasional nights and weekends.

### **PHYSICAL REQUIREMENTS**

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

## **EEO and Everify**

**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 validates the right to work using E-Verify.** Inter-Faith 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.

## **DIRECT REPORTS**

None

**COMPENSATION & BENEFITS** Pay Rate: Salary \$45,000-\$48,000 based on qualifications and experience. Benefits include medical, dental, life, and long-term disability insurance. Simple IRA retirement plan with matching contribution. Paid Time Off (PTO) and twelve (12) paid holidays.

## **TO APPLY**

Please send **resume and cover letter** to [recruiter@FoodShuttle.org](mailto:recruiter@FoodShuttle.org)

***Inter-Faith Food Shuttle is an Equal Opportunity Employer. We respect and seek to build a team of individuals from diverse cultures, perspectives, skills and experiences.***