

Content Creation Specialist

Job Description

Department: Development & Communications

Reports To: VP of Development & Communications

Employment Type: Full-Time, Exempt

The Content Creation Specialist supports the Food Bank of Northwest Indiana's Development & Communications efforts by creating compelling visual and written content that brings the organization's mission, programs, partnerships, and impact to life. This position regularly works throughout the community and within the organization to capture photographs, videos, interviews, and stories and transforms that content into engaging materials for social media, digital communications, fundraising, marketing, and donor engagement.

The Content Creation Specialist also supports the day-to-day execution of the Food Bank's social media and digital communications in alignment with established departmental strategies and priorities. As a member of the Development & Communications team, this position provides additional support for fundraising, marketing, events, volunteer engagement, CRM and data-related activities, and other departmental needs. This is a dynamic, collaborative, and community-facing role well suited for a creative, highly organized, mission-driven individual who enjoys storytelling, working with people, learning new skills, and contributing to a team dedicated to serving neighbors throughout Northwest Indiana.

ESSENTIAL DUTIES & RESPONSIBILITIES

Content Creation & Storytelling

Create and collect compelling visual and written content that communicates the mission, programs, partnerships, and impact of the Food Bank of Northwest Indiana.

- Regularly visit and engage with Mobile Market distributions, partnering agencies, Food Bank programs, volunteer activities, special events, and other community locations to capture photos, videos, interviews, testimonials, and stories.
- Identify and develop stories featuring neighbors served, volunteers, donors, partnering agencies, staff, programs, and community partnerships.
- Produce and edit photography, video, graphics, written stories, and other creative content for use across print and digital communications.
- Design marketing and communication materials using Canva and Adobe Creative Suite in accordance with established Food Bank brand standards.
- Collaborate with departments throughout the organization to identify content needs and storytelling opportunities.
- Communicate professionally with donors, volunteers, partnering agencies, community members, and other stakeholders while gathering content.
- Maintain an organized and accessible library of photos, videos, graphics, interviews, and other creative assets.
- Assist with the creation of content for fundraising campaigns, donor communications, newsletters, annual reports, events, presentations, and other Development & Communications initiatives.

Social Media & Digital Communications

Support the execution and day-to-day management of the Food Bank's social media and digital communications in alignment with established departmental priorities.

- Create, schedule, publish, and monitor content across the Food Bank's social media platforms.
- Adapt photos, videos, graphics, stories, and messaging for appropriate use across different social media channels and audiences.



- Write engaging captions and social media copy consistent with the Food Bank's voice, brand, and mission.
- Monitor comments, messages, engagement, and other social activity and respond or escalate appropriately in accordance with departmental guidelines.
- Assist with maintaining social media content calendars and ensuring timely execution of scheduled communications.
- Support website updates, email communications, digital campaigns, and other online communication needs.
- Track basic social media and digital performance information and assist with reporting as requested.
- Provide social media and digital communications coverage outside normal business hours to ensure quality control and during special events, fundraising campaigns, emergency communications, and other time-sensitive activities.

QUALIFICATIONS

- Associate or bachelor's degree in communications, marketing, journalism, graphic design, digital media, English, or related field preferred.
- One to three years of related experience, including internships, volunteer experience, or freelance work.
- Working knowledge of graphic design platforms such as Adobe Creative Suite or Canva.
- Experience creating content for social media and digital communications.
- Photography and video editing skills are preferred.
- Valid driver's license and reliable transportation.
- Ability to lift 50 pounds.

CORE COMPETENCIES

- Exceptional attention to detail and organizational skills.
- Excellent written, verbal, and interpersonal communication skills.
- Strong customer service orientation.
- Creative thinker with sound judgment and professionalism.
- Ability to work independently and collaboratively.
- Strong analytical and problem-solving skills.
- Adaptability in a dynamic nonprofit environment.
- Growth mindset and eagerness to learn.
- Passion for the mission of serving neighbors facing hunger.

TYPICAL WORK WEEK AND DEPARTMENT-RELATED HOURS

This is a salaried position with a typical work week of 40 hours per week Monday – Friday; however, flexibility is necessary. During key fundraising periods, particularly around events, the workload may exceed 45 hours or more per week AND this position may include weekend days. The need for these additional hours will be communicated to you in advance as needed but are expected and mandatory per your position.

It is the policy of the Food Bank of Northwest Indiana to provide equal employment opportunities to all people without regard to race, color, religion, national origin, age, sex or disability and to promote the full realization of that policy. The Food Bank of Northwest Indiana will assure equal employment opportunities in all personnel actions and procedures including, but not limited to, recruitment, hiring, training, transfer, promotion, compensation and benefits.