

Marketing & Communications Coordinator

Job Description

Department: Development
Reports To: VP Development & Communications
Employment Type: Full Time

The Marketing & Communications Coordinator will work directly with our Development Team to assist with organizational marketing and communication needs. The coordinator will create and publish web and social media content (Facebook, Instagram, Twitter, YouTube, TikTok), design and create collateral, build and manage our story database, support SNAP outreach efforts, and more. This role is ideal for a multitasking, digital media expert, with an interest in helping our neighbors in need. The ideal candidate has strong interpersonal, organizational, and analytical skills; Strong verbal and written communication and presentation skills.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Design flyers, graphics, e-vites and other marketing material for events and initiatives
- Update and maintain social media presence, including scheduling Facebook, Twitter, Instagram, etc.
- Assist in planning, writing, and managing monthly eNewsletter
- Draft, distribute and pitch news releases, media alerts and other stories
- Collaborate with staff on new ideas, directions, and venues for marketing and communications
- Build and manage story library, collecting mission related stories and photos
- Represent the Food Bank of Northwest Indiana at events
- Conduct community presentations
- Other duties as assigned

QUALIFICATIONS

- Some college coursework in communications, marketing, or other related field (Bachelor's Degree preferred)
- Strong commitment to the mission of the Food Bank of Northwest Indiana
- Excellent written and verbal communication skills
- Organized, self-motivated, and able to work independently
- Excellent organizational skills with the ability to handle multiple tasks
- Proven ability to work as part of a team
- Nonprofit experience is a plus, but is not required
- Flexibility to attend evening and/or weekend meetings and/or events
- Reliable access to transportation

COMPETENCIES/SKILLS

- Proficiency with Microsoft Office applications
- Proficiency with Adobe applications
- Analytical thinking and problem-solving skills
- Results-orientated and a passion for creativity
- Provides excellent internal and external customer service
- Gives and receives feedback in a respectful and productive way
- Represents FBNWI in a professional manner
- Data entry experience