Digital Communications and Marketing Specialist

Salary Range:
$50,000.00 To $65,000.00 Annually

POSITION TITLE: Digital Communications and Marketing Specialist, Black Millennial Engagement

DEPARTMENT: Strategic Communications and Campaigns

REPORTS TO: Deputy Director, Digital Communications and Marketing and the Deputy Director, Organizing

PRIMARY OBJECTIVE: Assists the Deputy Director, Organizing and Deputy Director, Communications and Marketing in developing a digital communications strategy to expand our network with a primary focus on engaging Black millennial audiences and to support Bread for the World’s educational and advocacy objectives to end hunger and poverty at home and abroad. The Specialist will also co-manage our web and social media digital platforms, as well as assist with integrating digital engagement tools into a coordinated online and multimedia strategy.

PRIMARY RESPONSIBILITIES/ACTIVITIES:

1. Digital Media Engagement and Outreach to Black Millennials (up to 50%)
   1. Ideation of communications campaigns related to organizing and outreach to Black communities, with a special focus on millennials.
   2. Develop and utilize creative multimedia content, including social media posts and platforms, visual/graphics content and online features to broaden participation of Black Millennials.
   3. Actively participate in staff discussions and strategic planning meetings. Serve as a liaison between the Communications and Constituency-focused working groups and other internal departments to collaborate, exchange information, and advance the organization’s mission.
   4. Support with other administrative work related to the overall goals of the digital communications and Black millennial outreach teams.

2. Creative Communications and Social Media Content Producing (up to 25%)
   1. Support on digital marketing strategy, ideation, and development with a focus on acquiring, converting and retaining community through Bread’s various digital media platforms.
   2. Help with the development and execution of social media content management calendar, including the uploading of content on social media platforms, planning future content roll outs, responding to comments, and maintaining brand identity on social media channels.

If you are unable to complete this application due to a disability, contact this employer to ask for an accommodation or an alternative application process.
3. Develop multimedia content, including visual/graphics content, online features, social media posts, etc. Create original graphics for the Bread website, digital reports, social media and videos.
4. Support with key communications campaigns and tools, including podcast, e-course development, press releases, blog posts.

3. Website Design and Management (up to 25%)
1. Develop, from start to finish, internal websites, microsites, and other web projects.
2. Develop the design of dynamic engaging web pages and microsites, to encourage the growth and participation of Bread audiences in key organizational events, campaigns, and legislative actions.
3. Creation of web graphics, icons, and images that amplify the message and engagement of website.
4. Support the organization's ongoing efforts to analyze and interpret website, email, and social media analytics. Create mechanisms for extracting insights and sharing internally to inform strategy.

SUPERVISION EXERCISED: None

SKILLS/KNOWLEDGE REQUIRED:

- Bachelor's degree or equivalent work experience; At least 3-years of digital media content development with focus on graphic design and video production.
- At least 3-years of social media platform management with focus on stewarding audience building, content management, and message development.
- At least 2-years work experience in front-end website development.
- An outstanding portfolio of JavaScript based web applications
- Outstanding communication, collaboration, attention to detail, and project management skills
- Knowledge of the Adobe Creative Suite, especially Illustrator, Photoshop and InDesign.
- Experience in creating graphics and digital content with Canva.
- Basic knowledge of typography, line, composition, color theory, balance and other graphic design elements and principles.
- Creative self-starter who is comfortable with both taking initiative and artistic direction while contributing new ideas.
- Strong interpersonal skills and an ability to communicate well with others while maintaining a professional demeanor.
- Exceptional organizational skills to manage multiple projects.
- Ability to work independently on projects, often simultaneously, while meeting deadlines.
- Desire to serve and passion for the fight to end hunger.
- Commitment to mission and Christian faith basis of Bread for the World.

CULTURAL EXPRESSIONS:

Bread is committed to advancing racial equity externally and internally. All staff members play a vital role. In the course of our work, each staff person should work to apply a racial equity lens to their work and practices; and participate in racial equity and antiracism on-going training. Bread is also committed to being an equal opportunity employer. Bread does not and shall not discriminate on the basis of race, color, religion (creed), gender, gender expression, age, national origin, disability, marital status, sexual orientation, military status, in any of its activities or operations.

WORK ENVIRONMENT ISSUES:
Must be responsive to emails and phone calls off-site and willing to work during evenings, weekends, and holidays as the need may require.

DISCLAIMER:

The information in this job description indicates the general nature and level of work expected of employees in this classification. It is not designed to contain, or to be interpreted as, a comprehensive inventory of all duties, responsibilities, qualifications, and objectives required of employees assigned to this job. Bread for the World is a collective Christian voice urging our nation’s decision-makers to end hunger at home and abroad. Bread for the World Institute provides policy analysis on hunger and strategies to end it.