



Position Description

Position Title:	Digital Media Specialist	Direct Reports:	None
Department:	Communications	Classification:	Exempt
Location:	Kent County	Position Status:	Full Time
Reports To:	Director of Communications and Education	Approved Date:	
		Revision Date:	9/2024

Position Summary:

The Digital Media Specialist leads digital media strategy for the organization while upholding brand and messaging platform standards. Accountable for social media plans from strategy to evaluation, including writing and content creation. Maintains website including updates and the management of web back-end (infrastructure) support.

Organizational Values:

Kids' Food Basket believes all children have a right to equitable, consistent access to the nutrition they need to grow.

Since its inception in 2002, Kids' Food Basket has grown from serving 125 students in Kent County to serving thousands of children daily across four counties (Kent, Ottawa, Allegan and Muskegon) with healthy nourishing meals through our flagship Sack Supper program and other community-driven meal provision programming.

In addition, over the past two decades, Kids' Food Basket has also increased healthy food access for our communities through the growth and distribution of sustainably grown produce on our two chemical-free farms. Nourishing healthier generations of children is at the core of Kids' Food Basket's mission and is what we strive for daily through our five commitments:

- **Nourish:** We feed our future by providing healthy, nutritious, ready-to-eat meals each weekday to children experiencing food insecurity.
- **Grow:** We increase healthy food access for our communities through the growth and distribution of sustainably grown vegetables and fruits on our chemical-free farms.
- **Learn:** We use our facilities and farms as classrooms to foster a deeper understanding of where food comes from and why it is important, empowering children to make lifelong healthy choices.
- **Engage:** We invite and include diverse perspectives to increase culturally responsive solutions and food equity in West Michigan.
- **Advocate:** We strive to increase our community's understanding of food access, why it is important and what we can do to ensure good food for generations.

Job Responsibilities:

1. Leads monthly social media plans focused on establishing the KFB brand while increasing social media presence and engagement, promoting Kids' Food Basket events, programs and advocacy. Tracks monthly metrics for website, digital and social media activities. Develops dashboards and reports.
2. Responsible for digital media campaigns with external collaboration.

3. Builds webpages for events, campaigns, donations, blogs, written pieces etc. Responsible for publishing blogs, electronic newsletters, mailings and social media posts.
4. Responsible for photography and videography content for social media and other projects/campaigns, as needed.
5. Maintains and ensures the day-to-day operations of the KFB website including back-end (infrastructure) support.
6. Maintains website to increase consumer engagement reach. Coordinates with external vendors on website development and security.
7. Provides recommendations on digital and social media budget to leadership.
8. Conducts research, pilot technologies and initiatives, including interactive videos, podcasts, keyword strategy, and digital marketing strategies.
9. Ensures all communications activities align with the organization's branding and messaging platform standards.
10. Lead external vendor meetings to ensure project success.
11. Assists with special communications projects.
12. Assists with grant applications as needed.
13. Travels to regional locations as needed.
14. Other duties as assigned.

Supervision Received:

General Direction: Plans and arranges own work. Uses a wide range of procedures to accomplish assigned objectives.

Supervisory Responsibilities:

Informal leading: Project management of team members and interns working within department. Responsible for assigning and scheduling project-based work. Provides training and coaching.

Education & Experience:

1. Associates degree required. Bachelor's degree preferred.
2. Four (4) or more years of relevant experience.
3. Valid driver's license.

Other Knowledge, Skills & Abilities:

1. Proficient in Microsoft Office Suite.
2. Experience with graphic design, photography, and video editing software, WordPress, Canva, Adobe Illustrator, Adobe Lightroom and Photoshop preferred.
3. Photography and videography experience preferred.
4. Experience with CRM and digital marketing platform, Luminare Online, Raiser's Edge preferred.
5. Excellent written and verbal communication skills.
6. Ability to write persuasively.
7. Excellent project management skills with the ability to manage complex and long-range projects while meeting deadlines.
8. General understanding of philanthropy, stewardship and community outreach.
9. Ability to adapt to change, conceptualize and think creatively.
10. Ability to solve problems, analyze data and make suggestions for improvement.
11. Working evening and weekend events are required.
12. A sense of optimism and an assets-based way of viewing people and situations.
13. Ability to effectively interact with a diverse population from various ethnic and socioeconomic backgrounds.
14. A desire to develop a basic understanding of hunger and poverty issues in West Michigan.

Physical Requirements:

Average Daily Physical Requirements	None	On Occasion	Less than 2 hours	2 to 5 hours	More than 5 hours
Work in stationary position					x
Move about work area				x	
Use hands/fingers to handle or feel					x
Reach with hands and arms		x			
Ascend/Descend (stairs/ladder/etc.)		x			
Bend, stoop, kneel, crouch, or crawl		x			
Communicate with various parties					x
Detect flavors or smells	x				
Ability to push, pull, and lift to 30 pounds		x			
Visual acuity					x
Read and understand written word					x
Drive/Travel			x		
Operate computer and general office machines					x
Operate Machines:	x				
Other:					

Environmental Conditions:

Average Daily Environmental Conditions	None	On Occasion	Less than 2 hours	2 to 5 hours	More than 5 hours
Normal office environment: No exposure to extreme heat, cold, noise or chemicals or hazardous equipment.					x
Warehouse environment: Exposure to dust, warehouse equipment, varied temperatures, and noise.		x			
Farm: Regular and continuous exposure to outside elements such as weather, animals, insects, etc.		x			
Travel: Limited exposure to outside elements.			x		
Other:					

This job description does not list all duties of the job. Employees may be asked by management to perform other duties as needed. The Company reserves the right to revise this job description at any time. This job description is not a contract for employment and does not infringe upon the Company's at will employment status.

Benefits:

Kids' Food Basket offers a competitive benefits package to full-time employees including medical, dental, vision, short-term disability, life/accidental death & dismemberment, flexible spending accounts, 401(k) plan with employer match, a generous PTO policy with 4 weeks in the first year of employment, paid holidays, and more.

Benefits eligibility begins on the first day of the month following the date of hire. 401(k) plan eligibility is after 6 months of employment.

Equal Employment Opportunities

Kids' Food Basket provides Equal Employment Opportunities (EEO) to all applicants for employment without regard to race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, height, weight, marital status, genetic information, qualified disability, veteran status or any other protected characteristic. In addition to federal law requirements, we comply with applicable state and local laws governing nondiscrimination in employment.

To be considered for the position, please apply at

<https://recruiting.paylocity.com/recruiting/jobs/All/78c2c01f-ca87-43be-b701-81ef8e0fc90a/165673---Kids-Food-Basket>

Applications will be accepted and reviewed on a rolling basis.