Georgia Food Bank Association

Social Media & Campaign Coordinator

Job Description

Created in 1985, the Georgia Food Bank Association (GFBA) is a membership association serving seven regional food banks in Georgia, which collectively distribute more than 130 million pounds of food annually through more than 2,000 partner nonprofits with food assistance programs throughout the state. The Association’s regional food bank members and their network of partner agencies make it one of the largest associations in the state of Georgia.

Job Description: Social Media & Campaign Coordinator 18 Hours/week

This part-time Social Media & Campaign Coordinator is responsible for providing administrative, marketing, and communications support to the GFBA’s two professional employees and GFBA programs that benefit Georgia’s 7 regional food banks. This position will provide meeting and event planning/support for GFBA Board meetings, special events, industry food and fund drive competition campaigns and other meetings as needed. S/he is an essential part of the Executive Team, assisting with communications with both external Food Bank staff, existing donors, prospective donors and sponsors, legislators, and other partners. This includes updating the Association’s website, social media activity, creating/drafting communications and materials for the industry food and fund drive campaigns and other events, drafting press releases, creating/drafting communications for donor recognition, and providing information via phone or email to GFBA members and volunteers.

18 hours per week @ $12-15 per hour, commensurate with experience
6 hours in-office on Mondays, Tuesdays, and Thursdays

Essential Job Functions & Accountabilities

- Create/develop invitations, promotional materials, social media posts, etc. to support events and GFBA programs
- Help develop and implement marketing and communication plans for the industry food and fund drive competitions and other special events
- Prepare meeting materials and presentations, serve as internal and external liaison, handle event management and logistics (including catering and travel), room setup, maintaining and ordering supplies and disseminating information for GFBA events
- Provide logistics and planning support for a variety of special events, board meetings, and other organizational meetings including meals, facilities, RSVPs and AV setup.
- Update website, tweet deck etc. as directed
- Prepare agendas, materials, and minutes (as appropriate) for internal and external meetings.
- Support special projects as needed; support organization in maintaining and organizing institutional records.
- Other duties as required
EDUCATIONAL QUALIFICATIONS AND SKILLS:
B.A./B.S. degree preferred or equivalent work experience.

Skills/Knowledge Required:

- Commitment to GFBA’s mission
- Background in marketing, communications, and web design
- Excellent interpersonal skills required; high level of professionalism.
- Strong writing skills and ability to cater messaging to different audiences (legal community, technology industry, accounting industry, agricultural industries, legislators)
- Ability to participate as a team member, but demonstrate a high level of self-motivation and ability to work independently
- Organized with ability to multi-task and manage competing priorities to keep projects on track in a fast-paced environment
- Intermediate or advanced knowledge of all aspects of:
  - Microsoft Office Suite
  - Wordpress (or equivalent)
  - HootSuite (or equivalent)
  - Google Drive required
  - Canva design studio
  - Illustrator, Photoshop, InDesign, a plus!

ENVIRONMENT & WORKING CONDITIONS:

Normal internal office environment with occasional travel to off-site meeting locations. Occasional opportunity for additional hours including evening work. Frequent contact with board members, elected officials, state agency employees. Must be able to lift up to 20 lbs.

EMPLOYEE CLASSIFICATION:
This position is classified as Part Time, Hourly – Non Exempt Status.

Application Process: Send resume and cover letter to callie.roan@gafoodbankassn.org with the email subject reading “Last Name, Coordinator Application.”

Apply via email only. No phone calls, please.