

Second Harvest of Coastal Georgia, located in Savannah, GA serves as the food safety net for tens of thousands of children, senior citizens, low-income families, and people with disabilities that are at-risk for hunger throughout southeastern Georgia. We partner with over 247 churches and non-profit agencies to provide emergency food assistance across Coastal Georgia in twenty-one counties. Last year, Second Harvest provided more than 24.6 million pounds of food to hungry people in our area through a variety of programs. We are currently hiring for the following position:

Digital Media and Communications Coordinator

Reports to: Director of Marketing & Communications

Classification: Full time, non-exempt

Primary Job Duties: This position promotes awareness and support for Second Harvest's mission through its website, social media presence and other online support activities, including content creation and website administration. The Digital Media and Communications Coordinator will also assist in the design and development of printed materials and product. These include but are not limited to signature special events, third party events, corporate events, media events, etc.

Key Responsibilities:

- Study the objectives, promotional practices, and needs of the organization to develop social media and web strategies that influence public opinion and further the mission of Second Harvest.
- Work with all departments to meet their needs for online/social media information dissemination, content creation, and design.
- Create and manage fresh content for all social channels, including but not limited to Instagram posts, stories, reels, Facebook updates, Twitter, TikTok, and LinkedIn posts.
- Act as the onsite photographer and videographer, capturing high-quality photos and videos at events, food distributions, and other activities for use in digital and print materials.
- Develop and maintain a content calendar, updating all social media accounts daily with graphics, photos, and videos.
- Film and interview food bank clients, agency representatives, donors, and others for both print and video media. Photograph food distributions and events as needed for the website, social media, and marketing collateral materials.
- Utilize creative software such as Canva, Adobe Creative Suite (InDesign, Photoshop) to design graphics for social media posts, website banners, newsletters, and printed materials.
- Utilize WordPress to maintain, manage, and update website content in a timely and strategic manner.
- Plan and execute digital ad campaigns (e.g., Google Ads, Facebook Ads) to increase visibility, donations, and event participation.
- Monitor and analyze performance metrics across all digital channels to refine strategies, optimize content, and enhance engagement.

- Actively engage with audiences on social platforms by responding to comments, messages, and inquiries to foster a supportive and responsive online presence.
- Assist with the design and distribution of email campaigns using platforms like Mailchimp or Constant Contact to complement social media efforts and drive audience engagement.
- Identify and track brand mentions online and prepare monthly reports on web usage and social media metrics.
- Stay updated on emerging digital trends and tools, identifying opportunities for innovation and growth within the organization's digital presence.
- Collaborate with the events team to create tailored digital campaigns for key events and initiatives, driving attendance and support.
- Manage digital communication during emergencies or crises, ensuring timely and appropriate messaging across platforms.
- Provide training or guidance to staff and volunteers on best practices for digital content creation and engagement.
- Ensure all digital content aligns with the organization's voice, tone, and branding guidelines to maintain a cohesive identity.
- Perform other related duties and assignments as required.

Minimum Requirements:

- Qualified candidates for this position must have a Bachelor's degree in related field and at least two years professional experience in the marketing, design, and/or communications industry.
- Ability to coordinate multiple projects and events and adhere to deadlines in a high-energy, fast-paced environment.
- Excellent communication skills, both oral and written in addition to being highly organized and have the ability to work with a diverse group of people.
- Graphic design experience to require proficiency in Photoshop, Illustrator, InDesign, Canva and related content creation programs. Experience in basic HTML coding and web browser software such as WordPress.
- Photography and videography experience. iPhone use is acceptable, advanced photo/video editing with a proficiency in Premiere is required.
- Ability to day travel within a 21-county area.
- A portfolio of prior work will be required.

Interested candidates should email a copy of their resume and salary requirements to:

Alison Mahoney
 Human Resources
 Second Harvest of Coastal Georgia
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 Savannah, GA 31405
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