



Hawai'i Foodbank Job Description

Job Title: Communications Coordinator
Department: Impact - Development
Reports to: Director of Marketing and Communications
FLSA Status: Non-Exempt
Last Review Date: June 2024
Approved By: Vice President and Chief Impact Officer
Approved Date: June 2024

POSITION SUMMARY

The Communications Coordinator supports Hawai'i Foodbank's key marketing and communications initiatives and is responsible for creating, improving and maintaining content for the organization's media platforms in order to build brand awareness and increase engagement among key stakeholders. The Communications Coordinator will contribute to the development and implementation of Hawai'i Foodbank's overall content strategy by creating targeted and relevant content, and collaborating with Marketing and Communications team members on content distribution in order to achieve overall organization goals and objectives. The Communications Coordinator will have excellent writing skills, creativity and knowledge of writing for different audiences and platforms, with experience in content optimization and brand consistency.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Executes an integrated content strategy that increases brand awareness and extends organization priorities and marketing and communications initiatives, both short- and long-term. Reinforces the organization's marketing and communications campaigns across all platforms to achieve organization goals and objectives.
- Manages and maintains content for Hawai'i Foodbank's social media, email communications, blog and website, with emphasis on multi-platform integration and brand consistency to drive traffic and engagement. Leverages data to develop content themes and topics and executes plans to develop these platforms as supportive and educational tools that lead to critical behavioral metrics.
- Researches, develops, writes and edits content for different audiences, formats and platforms (e.g. blogs, newsletters, emails, webpages, social media, marketing collateral, videos, infographics, etc.) that is informative, interesting and engaging to both internal and external audiences.
- Supports the development, production and implementation of the editorial calendar, ensuring all content meets brand standards and deadline goals. Collaborates across functions to deliver an effective content strategy and editorial plan to meet organization goals and objectives.



- Develops editorial governance consistent with Hawai'i Foodbank's brand voice, style and tone. Creates high-quality, lead-generating content and optimizes the path to conversion through the appropriate marketing and communications platforms.
- Edits and proofreads copy for mechanics, clarity, organization, readability, user value, style guidelines, compliance standards and usefulness. Acts as an arbiter of best practices in grammar, messaging, writing and style to guide internal stakeholders and improve quality of content.
- Establishes calendars, workflows, analytics reporting and clear performance indicators to measure the effectiveness and performance of content in line with organization goals and objectives.
- Conducts ongoing usability tests to gauge content effectiveness. Utilizes and leverages online analytics and other qualitative and quantitative approaches to measure content success across platforms, and makes recommendations based on these results.
- Collaborates with the Marketing and Communications team, other departments within the organization and external partners to help define Hawai'i Foodbank's brand and its story as interpreted by various audiences.
- Interacts with internal and external partners to find stories that align with and strengthen various organization goals and objectives
- Coordinates and works with other content creators or designers to produce high-quality content and marketing and communications materials with a consistent message across platforms.
- Completes projects and tasks in a timely manner consistent with organization goals and objectives.

OTHER FUNCTIONS

- As a member of the Impact Team, actively engages with Hawai'i Foodbank special events, including but not limited to activities such as Food Drive Day, Great Chefs Fight Hunger, Stamp Out Hunger and other community engagement activities.
- Attend select after-hours events, meetings and community engagement activities, as needed.
- Comply with all federal, state and company policies, procedures and regulations.
- Work collaboratively with team to present recommendations and assist in implementing quality initiatives in alignment with organization goals and objectives.
- Provide support on any other duties as assigned.

QUALIFICATIONS

To perform this job successfully, the Communications Coordinator must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Work may be required on evenings, holidays, special events and weekend hours, as needed.



Physical Demands	Not Applicable	Occasional 1-33%	Frequent 34-66%	Constant 67-100%
Pushing:		X		
Pulling:		X		
Lifting:		X		
Ground to Waist Height		X		
Waist to Chest Height		X		
Overhead Height		X		
Carrying		X		
Sitting:			X	
Standing:			X	
Walking:			X	
Running:		X		
Stair Climbing:		X		
Bending:		X		
Crawling:		X		
Squatting:		X		
Kneeling		X		
Stooping:		X		
Crouching:		X		
Climbing:		X		
Forward Reaching:		X		
Twisting:		X		
Side Bending:		X		
Overhead Reach:			X	
Grasping:				X
Handling:				X
Finger Dexterity:				X
Vision:				X
Hearing:				X
Eye-Hand-Foot Coordination:				X

Communication Demands:	Not Applicable	Occasional 1-33%	Frequent 34-66%	Constant 67-100%
The position requires talking to co-workers:				X
The position requires talking to customers:				X
The position requires written communication to co-workers:			X	
The position requires written communication to customers:				X
The position requires talking to outside trade persons/vendors:			X	
The position requires written communication to outside trade				X



Communication Demands:	Not Applicable	Occasional 1-33%	Frequent 34-66%	Constant 67-100%
persons/vendors:				
The position requires talking on the telephone:				X
The position requires supervising others:			X	
The position requires responding to written or verbal requests of co-workers:				X
The position requires responding to written or verbal requests of vendors:			X	
The position requires training/giving verbal instructions:			X	
The positions requires receiving verbal instructions:				X
The position requires receiving written instructions:				X
The position requires writing/composing written language:				X
The position requires reading:				X
The position requires visiting/working at different worksites:			X	

EDUCATION and/or EXPERIENCE:

- Bachelor’s degree in Communications, Journalism, Public Relations, Marketing or other related field; or an equivalent combination of education, training and experience.
- Demonstrated experience with copy writing, content development, project management and social media management.
- Demonstrated experience with social media and email management platforms.
- Experience with website content management systems, UI/UX, SEO, online analytics and basic coding and related tools preferred.
- Knowledge of design and experience with Adobe Creative Suite and/or related tools preferred.

EQUIPMENT, MACHINES, TOOL, VEHICLES USED:

- Ability to use a computer workstation, including keyboard, mouse, glide/track pad, printer, copier, scanner and communication systems (e.g., internal VOIP system, online meeting/communication systems, mobile systems, etc.).
- Proficient computer software skills (e.g., Microsoft Office Suite, Adobe Acrobat, etc.).
- Website and social media expertise and working knowledge of best practices and online etiquette.
- Insured vehicle with valid driver’s license and clean driving record.



WORK ENVIRONMENT:

- Field work requiring driving for off-site partners, vendors, programs and special events.
- Requires the use of computer and standard office equipment.
- Ability to work efficiently in a fast-paced environment.
- Hybrid schedule available

ADDITIONAL INFORMATION

This job description in no way states or implies that these are the only duties to be performed by the employee filling this position. Employee will be required to follow any other job-related instructions and to perform any other job-related duties requested by management. Management has the right to add to, revise, or delete information in this job description.

This document does not create an employment contract, implied or otherwise, other than an “at will” employment relationship.

I have read and understand the essential duties, responsibilities and qualifications for this job and am able and willing to perform them accordingly.

Signature

Date

Print Name