

## RESOURCES AND PUBLIC ENGAGEMENT

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<b>Position:</b>	<b>Digital Media Officer</b>	
<b>Responsible to:</b>	<b>Communications and Brand Manager</b>	
<b>Classification Level:</b>	<b>C</b>	
<b>Status:</b>	<b>Permanent, Fulltime</b>	
<b>Location:</b>	<b>Undetermined</b>	<b>November 2020</b>

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### ***Position Summary:***

The digital media officer will implement and administer digital communications plans to promote a positive external image for the Foodgrains Bank, support internal brand compliance, and solicit support for the Foodgrains Bank. This will include marketing automation, social media management, digital storytelling, management of video and image resources, maintenance of website content, and delivering on the digital communications needs of the fundraising, supporter relations, and public engagement teams.

The digital communications officer will be supervised by the communications manager and is a member of the communications team. The communications team is part of the resources and public engagement department.

The communications team initiates communications activities and campaigns, supports the work of public engagement and supporter relations staff, works collaboratively with member agency staff, and provides timely response to requests for communications materials and editing support from other departments at the Foodgrains Bank.

Responsibilities will involve occasional domestic travel and may include some international travel.

This position is ideally based in Winnipeg. Other locations will be considered.

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### ***Roles and Responsibilities:***

1. **Digital Engagement** – Support the work of other department staff in the development and promotion of digital fundraising, marketing, educational, worship and other resources.
  - 1.1. Social Media – Implement a cohesive social media strategy to support department goals for fundraising, communications, public engagement, and supporter relations; Manage the Foodgrains Bank’s social media accounts across all platforms to grow the Foodgrains Bank presence on social media; Monitor social media accounts, respond to inquiries, and produce reports on social media campaigns.
  - 1.2. Digital Asset Management – Manage and organize digital assets, including photos, videos, presentations, and audio files. Create and coordinate the production of short videos, graphics and other visual communications tools for use by staff, members, growing projects, churches and others online. Stay up to date in content areas and provide recommendations for acquiring or creating new assets as needed.
  - 1.3. Website – Take responsibility for maintaining and updating Foodgrains Bank’s website content, and monitoring and ensuring accuracy and consistency; Provide support on content

maintenance, organization, tagging, and updating as requested; Post new articles, information, photos and other materials as required; Create and upload new web pages, as requested.

- 1.4. Marketing Automation – implement and set up a schedule of automated marketing such as email series, custom responses, digital media tracking, and retargeting to support a relational approach to donor acquisition and supporter relations.
- 1.5. Appeals and Campaigns – Participate in the creation, planning and execution of digital fundraising appeals and public engagement campaign materials. Implement digital advertising and supporter outreach on appeals and campaigns.

## 2. **Communications Services**

- 2.1. Content Creation – Produce and adapt content for use in digital media, including Foodgrains Bank and member’ publications, supporter relations and public engagement materials.
- 2.2. Events – Collaborate with campaign teams and regional representatives on digital promotion, advertising and reporting of fundraising and public engagement events.
- 2.3. E-newsletter Coordination and Execution – Work with relevant department staff to plan content and coordinate distribution for regional and audience-specific newsletters such as Hunger Action Network and Educators.
- 2.4. Research – Stay current with stories in the media related to food and hunger, looking for opportunities to respond. Develop digital responses to emerging stories in consultation with other communications staff.

## 3. **Team Participation** – Participate fully and positively in the resources and public engagement department and the communications team, and support the work of other departments:

- 3.1. Participate in departmental and team meetings.
- 3.2. Stay up to date with the work of the international program department and issues facing the humanitarian and development sector in Canada and globally.
- 3.3. Maintain working relationship with corresponding staff at member agencies and other relevant organizations.
- 3.4. Provide advice on digital communications to interdepartmental project teams as requested.
- 3.5. Participate in developing the Foodgrains Bank’s overall communications strategy.
- 3.6. Take on other assigned communications work as requested.

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## ***Qualifications***

### ***Required***

- Degree or diploma in digital media, communications, or related field
- Strong writing and editing skills
- Experience executing digital communications and social media plans
- Strong organizational skills
- Familiarity with Adobe Photoshop and InDesign.
- Fluent in written and spoken English
- Ability to work independently
- Strong attention to detail and ability to maintain high levels of accuracy
- Interest in relief and development work
- Available for domestic and international travel

- Must identify with and support the underlying mission and Christian dimension of the Foodgrains Bank. Must have a clear Christian faith and be actively involved in a Christian faith community.

***Preferred***

- Experience or education in international development; familiarity with global hunger issues
- Familiarity with Canadian agriculture
- French language fluency