

Title: Digital Media Specialist

Position Summary: Foodshare has an exciting career opportunity for a **Digital Media Specialist** in our Bloomfield office. The *Digital Media Specialist* is responsible for designing and maintaining Foodshare's visual communication materials, including its website. We are in search of a dynamic individual who is team-oriented, but can still manage projects independently. We strive to stay current with styles and trends, and are looking for a designer who can contribute their ideas. This individual will develop communications collateral to support departments across the organization and will perform responsibilities consistent with Foodshare's mission to lead an informed, coordinated response to hunger in Greater Hartford.

Responsibilities:

Print and Digital Design:

- Design and develop all print and digital collateral consistent with Foodshare's brand standards, including fundraising campaign materials, informational flyers, posters, brochures, newsletters, infographics, e-updates, and annual report.
- Develop graphics and other digital marketing collateral for various electronic platforms, including Foodshare website, social media, and fundraising campaigns.
- Work cooperatively with Feeding America on regional and national communications efforts, and to ensure Feeding America's communications materials are reviewed and utilized as necessary and deemed appropriate by Foodshare.
- Provide project support and/or timeline management oversight as needed.
- Ensure all creative work adheres to and builds upon Foodshare brand standards.

Web Updates and Maintenance:

- Regularly update and maintain Foodshare's website, ensuring that new and consistent information is posted regularly.
- Design and deploy communications through Foodshare's CRM System, Luminare, and improve overall use of Luminare web modules such as mass email communications with Foodshare supporters, support the development of Teamraiser/crowdfunding tools and standards for public and internal use, online fundraising campaigns, e-commerce, autoresponders, and stationary.
- Act as technical and customer support to public in regards to online technology and communications
- Maintain reports to track web traffic/Google Analytics/Facebook benchmarks in support of organizational efforts to analyze constituent data.
- Research and recommend new systems for improving the overall efficiency of Foodshare's technical capabilities; recommend improvements to existing systems.
- Work with outside vendors on technical implementations/enhancements to the website.

Education and Experience:

- An Associate's degree in Graphic Design or related field required.
- 2-5 years of related work experience required.

Key Skills:

- Advanced technical skills, including proficiency in HTML, CSS, Adobe Creative Suite, MAC, and Microsoft Office required. Familiarity with Blackbaud's Luminare Online preferred.
- Highly proficient in designing and maintaining digital content, including websites, social media platforms, blogs, and mobile applications.
- Previous experience designing for both print and web resolutions and requirements, including packaging design.
- Knowledge of 4-color printing process.
- Ability to make critical and artistic decisions regarding aesthetics of the project.
- Strong interpersonal, organizational, and prioritization skills.
- Superior communication and customer service skills, both verbal and written.

To apply please submit a resume and cover letter with salary requirements to:
HFDhiring-043@foodshare.org

Please provide a link to a digital portfolio along with your resume.

Foodshare is an Equal Employment Opportunity and Affirmative Action Employer.

Foodshare maintains a drug-free workplace.