

## Digital Media Coordinator

### Position Available

The Food Research & Action Center (FRAC), a nonprofit public policy, research, and advocacy organization that works to end hunger in the U.S., is seeking a Digital Media Coordinator. The successful candidate has experience: in developing and executing aggressive social media campaigns and developing engaging and shareable content for a variety of audiences and platforms. The Digital Media Coordinator reports to the Director of Communications.

### Organizational Background

FRAC is the nation's leading policy and advocacy organization dedicated to fighting hunger. FRAC works to improve the nutrition, health, and well-being of people struggling against poverty-related hunger in the United States through advocacy, partnerships, and by advancing bold and equitable policy solutions. To attain this mission, FRAC engages in research, policy analysis and advocacy, coalition-building, outreach, technical assistance and training, and an array of communications strategies. In partnership with hundreds of national, state, and local nonprofit organizations, public agencies, corporations, schools, and labor organizations, FRAC works to eradicate hunger, food insecurity and address poverty and other root causes of hunger. This position is remote; however, we are seeking a candidate based in the DMV area to attend meetings and events as needed.

### Duties and Responsibilities

The Communications Department is responsible for promoting FRAC's mission, its brand and its programs through the media, publications, events, and digital communications. This position will be responsible for initiating and implementing social media strategies and content development and execution across a range of platforms. The **Digital Media Coordinator** will:

- Manage the day-to-day execution of social media to ensure FRAC's brand, mission and initiatives are put forth in a timely, relevant, and positive way.
- Create, launch and manage digital advocacy campaigns.
- Assist in implementing a plan for influencer engagement and leveraging partnerships.
- Build and manage editorial calendar for digital content and events.
- Create social media storytelling to engage and mobilize followers.
- Develop high-impact, rich and shareable text, image, and video content to inform, engage and mobilize target audiences around priority research and advocacy efforts, key moments and timely initiatives, such as report releases, events, and media and advocacy campaigns.

- Develop strategies for promoting and sharing digital content via social media channels (Facebook, X, LinkedIn, Instagram, YouTube) to engage and mobilize target audiences
- Create reports on media metrics to determine what content resonates
- Significantly increase FRAC's social media footprint, engagement, and followers
- Coordinate with internal department stakeholders to ensure social media activities help support various FRAC initiatives.
- Proactively seek to understand social media platforms and emerging digital trends, particularly industry best practices and ways that other organizations and companies are harnessing them.
- Work both independently and with staff to conceptualize ideas for consistent blog content on FRAC Chat. Coordinate the editing and publishing process for each blog.
- Other digital media projects as assigned by the Communications Director.

### **Experience and Qualifications**

- Bachelor's degree required.
- At least two years of experience in executing social media campaigns and strategies across multiple platforms, preferably for a nonprofit organization, media organization, or public relations firm.
- Experience creating compelling content to expand social media footprint, including using tools such as Canva, Animoto, and a DSLR camera.
- Editorial mindset that seeks to understand what social media audiences consume and how to create it.
- Understanding of 24-hour news cycles and how to identify elements with viral potential
- Interest in trends
- An eye for design.
- Ability to work collaboratively with staff across the organization.
- Ability to be flexible and respond to changes as part of the review and feedback process.
- Ability to thrive in a fast-paced environment and complete projects accurately and quickly.
- Track record of increasing social media followers.
- Commitment to social justice preferred.

### **Salary/Benefits**

The salary range for this position is \$57,000 - \$64,400. Generous leave, health, retirement and other benefits.

### **To Apply:**

Click [here](#) to submit a résumé, brief writing sample (no more than three pages), and cover letter providing a summary of accomplishments and experience.

No phone calls please.

**Opening/Closing Dates:**

The vacancy will close when filled. However, FRAC seeks to hire a qualified individual as soon as possible.

FRAC strongly encourages individuals who can contribute to the diversity of the organization and with a passion for social justice to apply.

FRAC is an equal opportunity, affirmative action employer. FRAC is firmly committed to a policy against discrimination based on age, gender, race, religious creed, sexual orientation, disability, or ethnic or national origin