



As a food bank, Feeding America West Michigan gathers and distributes food to relieve hunger and increase food security in West Michigan and the Upper Peninsula. This work aims to foster a community in which all neighbors are nourished and empowered within an equitable food system. By becoming a food banker, you can help make this vision a reality!

**Job opening:** Content Specialist

**Location:** Grand Rapids

**Requirements:**

- Bachelor's degree or higher in Communication, English, Marketing or a related field
- Strong writing, copy editing and proofreading abilities
- Ability to synthesize complex information and communicate it in a simple and compelling way
- Experience with interviews or a desire to learn interviewing best practices
- Experience interacting with a diverse population of stakeholders
- Familiarity with or a desire to learn about how DEI impacts nonprofit communication
- Instinct for effective communication strategies
- Strong organizational skills and an ability to manage multiple deadlines and prioritize the work load
- Personal commitment to our mission
- Ability to work in a team atmosphere and manage a flexible schedule
- Willing to travel locally to gather content, either alone or with another member of the marcom team
- Photography experience (preferred)
- Experience in the nonprofit sector (preferred)
- Knowledge of SEO (preferred)

**Responsibilities:**

The Content Specialist is Feeding America West Michigan's writer, storyteller, copy editor and proofreader. Written communication is this person's specialty, so they are responsible for strategically crafting and reviewing written content for dissemination to diverse audiences in print and online—ensuring our brand language is consistent and that the piece is appropriately targeted to its audience(s). Their ultimate goal is to use the written word to elevate our mission in a way that encourages people to give or receive help across our 40-county service area. They will also be tasked with taking photos to support the written content. They are passionate about our mission, strive to

make our vision a reality, believe in the power of storytelling and are sensitive to (and eager to uphold) ethical communication principles.

The Content Specialist will work closely with other members of the Marketing and Communication (Marcom) team, who will be responsible for enhancing (e.g. through graphic design) and disseminating marcom content this staff member creates. They will also work closely with members of other departments to ensure external content adheres to our brand's language guide, reads well, is grammatically correct and accurately represents the food bank's story. This role is crucial to the success of our brand's messaging.

More specifically, this person will:

- Develop a content strategy based on the annual marcom plan's objectives (e.g. goal of # website visitors drawn by blogs) and content themes (e.g. Hunger Action Month). This strategy should include but is not limited to:
  - Stories
  - Blogs
  - Newsletter articles
  - Brochures and other collateral copy
- Create a content calendar based on that strategy
- Prepare to write content by researching topics, conducting interviews and leveraging resources provided by the Feeding America national organization
- Take photos to go with the written content (e.g. photos of interviewee)
- Write content to fulfill the developed strategy, as outlined in the calendar
- Have the agility to pivot from or add to the content calendar when needed to develop content about current events or trending topics that are relevant to our work (e.g. responding to a natural disaster or groundbreaking data)
- Be the food bank's designated proofreader and copyeditor for any mass external communication (more than 25 recipients). This would include things like agency, programs and volunteer newsletters or announcements
- Work closely with other members of the marcom team, who will be responsible for enhancing and disseminating marcom content
- Assist the manager of marcom with media relations by drafting press releases and alerts

**Job Type:** Full-time

**Schedule:** Monday-Friday, 8:30-4:30; some evenings and weekends

**Pay:** \$17/hour

**Benefits:**

- 403b matching
- Company-provided life insurance and short/long term disability
- Paid vacation and holidays

- Access to affordable family health and/or dental insurance plan
- Gym membership reimbursement (up to \$20/month)

**How to apply:** Please submit a cover letter, resume and a few content samples to [MollyK@FeedWM.org](mailto:MollyK@FeedWM.org). Applications will not be accepted through any other means. Review of applications will start on July 19 and continue until the position is filled.

*It is the policy of Feeding America West Michigan to provide equal employment opportunities to all people without regard to race, color, religion, national origin, age, sex, disability, protected genetic information, sexual orientation or any other legally protected category and to promote the full realization of that policy. The food bank will assure equal employment opportunities in all personnel actions and procedures including, but not limited to recruitment, hiring, training, transfer, promotion, compensation and benefits.*