

Job Title: Digital Content Specialist
Department: Marketing and Communications
Reports To: Marketing and Communications Manager
Classification: Regular, Full-Time, Exempt
Location: Concord, CA

Who We Are

For 50 years, the Food Bank, made up of a diverse staff, dedicated Board of Directors and passionate volunteers, has been leading the fight to end hunger in partnership with our community and in service of our neighbors in need.

About this Opportunity

The Digital Content Specialist is responsible for the planning, creation, and distribution of content that informs, moves, and activates audiences across all digital platforms — including social media, the website, email marketing, and online advertising. By translating the Food Bank’s mission into compelling digital storytelling, this position will inspire audiences, strengthen brand awareness, and deepen community support.

Essential Duties and Responsibilities

Digital Content Creation & Execution

- Creates, edits, and publishes mission-driven digital content across social media, the website, email marketing, and online advertising channels.
- Implements digital content plans and campaigns in alignment with organizational priorities, fundraising initiatives, and communications strategy established by leadership.
- Supports the maintenance of a digital content calendar to ensure timely, coordinated storytelling across platforms.
- Captures and edits high-quality video, photography, and multimedia content from food distributions, partner agencies, warehouse operations, and special events.
- Organizes and maintains digital assets to support efficient use across multiple channels. Brand Management

Storytelling, Brand & Collaboration

- Applies the Food Bank’s brand guidelines to ensure consistency in visual identity, tone, and messaging across all digital content.
- Collaborates with Development, Programs, and other teams to translate program information, impact data, and campaign goals into clear and engaging digital stories.
- Writes, designs, and deploys marketing emails that support engagement, donor retention, and campaign goals.
- Designs on-brand digital graphics and marketing materials for social media, email, web, and campaign collateral.
- Assists with time-sensitive or urgent digital communications, following guidance from Communications or Development leadership.

Platform Management, Engagement & Optimization

- Publishes approved content and supports day-to-day monitoring of social media channels, engaging with audiences in a professional, mission-aligned manner.

- Tracks basic performance metrics across digital platforms and shares observations and insights with supervisors to support optimization efforts.
- Supports testing of content formats, visuals, and messaging to improve reach, engagement, and effectiveness.

Quality, Accessibility & Continuous Improvement

- Ensures digital content follows accessibility best practices, including captioning, alt text, and inclusive language.
- Follows established content review, approval, and archiving processes.
- Supports coordination with external vendors or freelancers as assigned.
- Stays informed about evolving digital trends and platform updates relevant to nonprofit communications.

Qualifications

- Bachelor's Degree in Communications, Media Production, Digital Marketing, Film/Video Production, or a related field; or equivalent combination of education and experience required.
- 3-5 years of professional experience in digital media production, content creation, or creative marketing.
- Demonstrated experience producing and managing social video, photography, and multimedia content from concept to delivery.
- Experience supporting digital content strategies across social media, websites, email campaigns, and online advertising.
- Excellent writing and editing skills with the ability to adapt content for different digital formats, audiences, and platforms.
- Proven experience building and designing marketing emails with strong results in engagement, click-through rates, and conversions.
- Proficiency in graphic design with the ability to create on-brand marketing materials, social graphics, and digital assets.
- Excellent project management and organizational skills; ability to handle multiple deadlines.
- Demonstrated proficiency with Microsoft Office, Adobe Creative Suite, WordPress, major social media platforms, Google Analytics and email creation systems required (we use Marketing Cloud Account Engagement, formerly Pardot).
- Ability to speak effectively and professionally before groups of clients, employees, and the general public, demonstrating cultural sensitivity.
- Valid California Driver's license and insurance, and the ability to be insured under the Food Bank's auto insurance are required.
- Experience working in a nonprofit, mission-driven, or community-based environment preferred.

Additional Information

In instances of a federal, state or locally declared emergency, Food Bank is typically considered an essential service and emergency responder; all its employees may be called in to perform regular or emergent duties.

Compensation and Benefits

This is a full-time, exempt position. To ensure internal pay equity, the non-negotiable starting pay for this position is \$76,500 annually.

We value our employees' time and efforts. Our commitment to your success is enhanced by our competitive and extensive benefits package including health, dental, and vision, life insurance, flexible spending account, 403(b) employer matching, and paid leave to eligible employees. Plus, we work to maintain the best possible environment for our employees, where people can learn and grow with the organization. We strive to provide an inclusive, collaborative, and creative environment where each person feels encouraged to contribute to our processes, decisions, planning, and culture.

To Apply

Please send your resume, cover letter, and any supporting documents to hr@foodbankccs.org with the subject line: **"Digital Content Specialist"**. Email submission is preferred.

Or by mail to:

**Food Bank of Contra Costa and Solano
Attn: Human Resources
4010 Nelson Avenue
Concord, CA 94520**

FBCCS is an Equal Opportunity Employer and complies with applicable state and local laws governing nondiscrimination in employment in every location in which the FBCCS has facilities.

We strive to create a workplace and organization that reflects the communities we serve where everyone feels empowered to be their full, authentic selves. Together, we work innovatively to effectively serve our community. Underrepresented groups are welcomed and encouraged to apply.

FBCCS does not have the resources to sponsor visas, nor any open positions eligible for the H-1B program.

For more information about us, please visit: <http://www.foodbankccs.org/careers>