



# Job Description for Digital Media and Graphic Design Specialist

**Job Title:** Digital Media and Graphic Design Specialist

**Department:** Marketing

**Reports To:** Marketing and Communications Manager

**Supervises:** None

**Job Type:** Full-time

**Employment Classification:** Exempt

## Position Overview:

The Digital Media and Graphic Design Specialist is responsible for creating visually compelling content that communicates the mission and impact of Second Harvest Food Bank of East Tennessee. This position designs digital and print materials, manages visual brand consistency, and supports marketing, fundraising, and programs teams through creative storytelling and design. This position also manages our social media presence and handles all community volunteer inquiries.

## Duties and Responsibilities:

- **Graphic Design:**
  - Design marketing materials including flyers, brochures, digital ads, social media graphics, signage, annual reports, event collateral, and infographics.
  - Ensure all designs align with brand guidelines and maintain consistent visual identity.
  - Collaborate with internal teams to develop creative concepts and campaigns.
- **Digital Content Creation:**
  - Design and schedule engaging content for social media platforms, email newsletters, blogs, and the food bank website.
  - Edit and produce short videos or animations for promotional use.
  - Assist Senior Designer and Content Strategist to capture and edit photography for events, programs, and partner features
- **Social Media Management**
  - Maintain unified brand voice across all social media channels.
  - Execute the social media calendar.
  - Develop, curate, and post engaging content for all social media platforms, including grants & sponsorship requirements for social media posts.

- Respond to social media messages in a timely manner to answer questions, give pantry information, and event information, etc.
- Monitor and interact with content across platforms to increase Second Harvest's engagement (like other pages, their photos, reply to comments, thank commenters, etc.) including partner organizations.
- **Website & Email Support:**
  - Updates website graphics and landing pages in coordination with the marketing team.
  - Design custom graphics and templates for e-newsletters and fundraising emails.
  - Maintain accurate information and branding on website to reflect current statistics, facts, and appropriate language.
  - Create and maintain calendar of events on website including Mobile Pantries and Special Events.
  - Keep all information current, including partner agency information, program descriptions, financial documents, and data (update numbers twice per year).
  - Update Find a Food Pantry page regularly in collaboration with AR Staff.
- **Brand & Asset Management:**
  - Maintain an organized digital asset library of photos, videos, and templates.
  - Uphold visual and editorial standards across all channels and materials.
- **Ordering & Procurement**
  - May assist with the ordering and procurement of branded materials during the busiest season of the year.
  - May assist with monitoring inventory of commonly used collateral and anticipate upcoming needs.
- **Volunteer Engagement:**
  - Oversees scheduling of individuals and groups for daily volunteer assignments and special projects via telephone, email, website, and in-person – ensuring timely response to all volunteer inquiries.
  - Publicizing opportunities for volunteers across multi-channel marketing efforts.
  - Develop and maintain website /relationship with Volunteer East Tennessee.
  - Send confirmation and reminders to volunteers to manage/assist groups before they arrive and upon arrival to provide the best experience and minimize confusion and problems for other visitors.
  - Maintains communication with volunteers to ensure that volunteers feel appreciated and stay informed.
  - Documents volunteer stories in conjunction with the Marketing Team to help spread awareness and support for the food bank and its volunteer program.
  - Guarantees adequate records for volunteers are securely maintained and up to date.
  - Daily collaboration with Volunteer Operations Coordinator to ensure volunteer capacity needs are being met for daily work projects.
- **Flexible expectations in meeting a variety of responsibilities throughout the day to ensure the success of Second Harvest Food Bank of East Tennessee.**

**Qualifications:**

- Associate's or Bachelor's degree in Graphic Design, Digital Media, Communications, or related field.
- 2+ years of design experience in a nonprofit, agency, or freelance setting.
- Proficiency in Adobe Creative Suite (Photoshop, InDesign, Illustrator, Premiere Pro).
- Knowledge of social media platforms, email marketing tools, and basic HTML preferred.
- Strong attention to detail, creativity, and time management skills.
- Passion for mission-driven work and visual storytelling.

**Working Conditions:**

- Occasional local travel for storytelling, content capture, or meetings.
- Occasional evenings or weekends required for events or campaign launches.
- Ability to sit, stand, and carry up to 20 lbs. of equipment as needed for photo/video shoots.

**Compensation and Benefits:**

- **Salary:** Competitive based on experience.
- **Benefits Package:** Health Insurance, Dental Insurance, Vision Insurance, Life Insurance, Simple IRA Retirement Plan, Paid Leave, and Wellness Days off.

**Equal Employment Opportunity Statement:**

Second Harvest Food Bank of East Tennessee is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, or veteran status.

**Drug-Free Workplace:**

We are committed to maintaining a drug-free workplace. This policy ensures a safe, healthy, and productive work environment for all employees.

This job description does not encompass all the duties of the role. Supervisors or managers may assign additional tasks as needed. The job description can be revised at any time and is not a contract for employment, nor does it alter the at-will employment status with Second Harvest Food Bank of East TN. Both Second Harvest Food Bank of East TN and the employee have the right to terminate employment at any time for any reason.

I have read and understand the above job description.

Employee Signature: \_\_\_\_\_

Date: \_\_\_\_\_