

Content & Communications Coordinator

Job Description

About the Role

As the Content & Communications Coordinator on the Kids' Meals Development and Communications team, your primary goal is to advance Kids' Meals' mission to end childhood hunger by creating compelling stories about Kids' Meals' families, volunteers, partners, and supporters. Through photos, videos, graphics, and written content, you will engage and grow our community across social media, newsletters, the blog, events, and other platforms. This position reports to the Development & Communications Manager.

Key Responsibilities

Storytelling & Content Creation

- Capture and share powerful stories of Kids' Meals families, volunteers, partners, and supporters through photos, videos, graphics, and written content.
- Create engaging multimedia content for social media, newsletters, blogs, events, grant applications, donor reports, and family-facing materials.
- Draft copy for social posts, newsletters, and website updates under the guidance of the Manager.
- Collaborate with leadership to ensure content supports strategic goals, donor stewardship, and program needs.

Digital Communications & Social Media

- Design and tailor content for platforms including Instagram, LinkedIn, TikTok, Facebook, X, and YouTube.
- Build authentic online communities by engaging with partners, responding to followers, and fostering meaningful conversations.
- Build newsletters in Constant Contact for supporters, donors, and families.
- Monitor trends, track performance analytics, and adjust strategies to increase visibility and impact.

Visual Design & Merchandise Support

- Design visual assets and graphics in Canva for digital and print communications.
- Support merchandise design and order placement to promote the Kids' Meals brand.

Administrative & Event Support

- Provide photography and videography support for Kids' Meals events, program sites, and community partner locations.
 - Help coordinate content needs during events (including evenings or weekends as needed).
 - Maintain communications files, media libraries, and brand assets.
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Who You Are

- You are a creative storyteller who knows how to bring a mission to life through photos, videos, writing, and design.
 - You're as comfortable behind a camera as you are crafting captions, and you love finding fresh ways to connect with online communities.
 - You stay curious about trends, tools, and platforms, and you enjoy experimenting with new ideas to grow engagement.
 - You have strong organizational and communication skills.
 - You are a proactive, flexible team player with a passion for helping others.
 - You are comfortable working with diverse groups, from children to CEOs.
 - Most importantly, you're inspired by the opportunity to use your skills to help end childhood hunger and make a difference for Houston's youngest children.
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Qualifications

Required

- 2+ years of experience in content creation, social media management, communications, or a related field.
- Strong storytelling skills across writing, photography, and video, with basic knowledge of shooting and editing.
- Proficiency in Canva (or similar design platforms) and familiarity with social scheduling tools.
- Excellent writing and editing skills with attention to detail and audience.
- Knowledge of major social media platforms (Instagram, LinkedIn, TikTok, Facebook, X, YouTube) and current digital trends.
- Ability to balance creativity with strategic goals and deadlines.

Preferred

- Video editing skills using Adobe Premiere Pro, Final Cut Pro, or similar software.
- Experience with email marketing, basic SEO, or analytics tools.
- Background in nonprofit communications, fundraising, or donor stewardship.
- Spanish language skills (written and/or spoken).

Working Conditions & Physical Requirements

- Primarily office-based, with some remote work flexibility as approved by management.
- Occasional travel to capture content at Kids' Meals events, program sites, or community partner locations.
- Must be available to work occasional evenings or weekends for events, social media coverage, or deadlines.
- Regular use of computers, cameras, video equipment, and design software (Canva, Adobe Suite, or similar).
- Ability to lift 25–50 lbs. and stand for extended periods of time.
- Collaborative work with internal teams, volunteers, partners, and community members.

Why Kids' Meals

- Be part of a mission-driven team delivering over 3 million meals each year.
- A supportive, inclusive work environment that values integrity, purpose, and compassion.
- Opportunity to grow with one of Houston's most impactful nonprofits.

Kids' Meals Core Values

- We strive to succeed. We never stop learning or growing.
- We include everyone. Diversity makes us stronger.
- We do the right thing. Integrity is everything.
- We deliver hope and find the joy. Our work has purpose.
- We watch out for each other. People always come first.

Kids' Meals is proud to be an Equal Opportunity and Affirmative Action employer and considers qualified applicants without regard to race, color, creed, religion, ancestry, national origin, sex, sexual orientation, gender identity, age, disability, veteran status, or any other protected factor under federal, state, or local law.

How to Apply

Complete application at <https://kidsmealsinc.org/careers/>