

FOOD BANK OF THE SOUTHERN TIER
POSITION DESCRIPTION

POSITION TITLE:	Communications Manager	STATUS:	Exempt
DEPARTMENT:	Development & Community Engagement	W/C# / EEO#:	8810 / 5
POSITION LEVEL:	Manager	GRADE LEVEL:	385

PRIMARY FUNCTIONS:

The Communications Manager shares the Food Bank story by creating messaging that educates the public about the Food Bank and increases hunger awareness. This position is responsible for developing important and critical written, photographic, and video content for use in multiple Food Bank communications exercising discretion and independent judgement both in print and online. Creates the annual communications calendar, and using that plan, develops the content and then places it on appropriate communication channels. Responsible for all website and social media updates. Ensures that all messaging and branding is consistent with Food Bank's overall fundraising, marketing, and communications objectives and accurately reflects the beliefs of the organization and services offered.

SPECIFIC DUTIES:

Brand management

1. Manages key messages and visual appearance of messaging to ensure consistency with Food Bank's core brand identity. Ensures that all messaging is consistent with Food Bank's overall marketing and communications objectives and accurately reflects the beliefs of the organization and services offered.
2. Manage, creation and production of Food Bank promotional and recognition items as needed, including logo gift items, staff apparel, recognition plaques, special event giveaways, etc.
3. Responsible for oversight and vendor partnership to ensure website creative and content. Manages the website to include timely information related to annual special events, cause marketing campaigns, human interest stories, and more as it relates to the Food Bank's overall marketing and communications strategy and brand. Manages additional website support functions as needed. Analyzes website statistics and trends. Create messaging that educates the public about the Food Bank and increases hunger awareness.

Communications strategy & planning

4. Works across the organization to create and implement an annual strategic communications plan that includes public relations, engagement, fundraising, and donor stewardship.
5. Shares guidelines for the production, brand identity, and core message platforms with staff and vendors.
6. As the 'chief storyteller,' identifies, pursues, interviews, writes and places all human-interest stories from a variety of Food Bank stakeholders. Content development includes writing and editing, organizing stories in the Food Bank's Story Bank, and seeking locations for placement of the stories in various outlets: Annual Report, quarterly Harvester Newsletter, e-newsletters, Presidents' letters, media, and others as needed. Identifies opportunities for additional media coverage, and professional video and photography engagement.
7. Ensures appropriate and strategic goals for communications are in place for each program area and initiative, generates reports related to the number of website visitors, inquiries, online donations, and other data as needed.

Fundraising & outreach materials

8. Oversees creation and production of Food Bank annual outreach materials for publication, including Annual Report, client stories, fact sheets, and other outreach materials as needed. Copywriting and editing as necessary. Manages all aspects of print production. Manages relationships with print and mail vendors associated with materials. Obtains project quotes from vendors and negotiates contracts for production.
9. Creates and manages the use of audio/visual materials for the Food Bank. Creates Food Bank videos as needed for special events, website, YouTube, and more. Manages creative and content for Food Bank YouTube account and other social networking sites, including Facebook.

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Media & Public Relations

10. Forecasts, plans and manages all aspects of the Food Bank's public relations activities. This includes all media (traditional media, social, paid, and in-kind). Implements public relations activities to support cause marketing campaigns and special events, and with other directors to ensure support for all activities of the Food Bank.
11. Manages media and public relations strategies to increase awareness about hunger and food insecurity and increase the visibility of the Food Bank across our six-county service area. Oversees creation and management of annual media plan, including advertising schedules, media alerts, press releases, and press conferences as needed. Oversees management of public speaking engagements and media interviews with FBST staff as needed
12. Researches new marketing and communications trends in the industry to implement new strategies when appropriate.
13. Oversees marketing logistics, outreach materials, and signage for annual Food Bank special events and cause marketing campaigns including Canstruction, Check Out Hunger, Empty Bowls, Fill the Bus, Tour de Keuka, Selfless Elf, Cheers for Change and Leader of the Pack.
14. Manages all aspects of cause marketing community campaigns except specific pre-determined event-based.
15. Manages the creation and production of annual and capital campaign materials as needed.
16. Other duties as assigned

TITLE OF DIRECT SUPERVISOR: VP of Development and Community Engagement

QUALIFICATIONS:

EDUCATION: Bachelor's Degree in Marketing and/or Communications required

- EXPERIENCE:**
- Minimum of two years in marketing and communications
 - Non for profit development and fundraising environment is preferred
 - Experience in Adobe Creative Suite (InDesign, Photoshop, Illustrator) a plus
 - Copywriting and editing experience are essential, specific experience in drafting measurably effective solicitation and stewardship materials is preferred

ADDITIONAL REQUIREMENTS:

- Excellent story-gathering and/or journalism skills
- Must be a self-starter and able to work independently while continually communicating with supervisor
- Demonstrated working knowledge of marketing and communication principle
- Proficiency in Windows and Microsoft Office programs
- Ability to set deadlines and manage multiple tasks in an effective and timely manner
- Excellent communication skills (verbal and written)
- Ability to prioritize and handle a high volume of work in short timeframes
- Willingness to travel across six-counties to gather content as needed
- Ability to relate effectively to staff, volunteers, donors, partners, clients, and the general public
- Ability to multi-task
- Ability to analyze and interpret data and to handle problem resolution
- Able to maintain absolute confidentiality regarding written and verbal information
- Demonstrate ethical business practices, in conformance with all state and federal laws and regulations.
- Willingness to foster agency, department and program-wide cooperation and teamwork through the use of positive/constructive communication techniques
- Commitment to serving vulnerable populations and ending hunger in the Southern Tier
- Possession of a valid Drivers' license and a driver's record considered acceptable by agency and insurance carrier
- Demonstrate full adherence to the Code of Conduct and all policies/procedures related to compliance
- Adheres to all applicable federal and state laws and regulations including, but not limited to, those governing confidentiality, privacy, program, billing, and documentation standards. All duties must be performed in accordance with CCDR's corporate compliance and ethics program.

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Ability to meet the following physical requirements with or without reasonable accommodation:

- Use hands to manipulate, handle, feel, and control items or equipment, including motor vehicle
- Stand, sit, walk, bend, stoop, kneel, and reach
- Climb up or down stairs
- Able to reach above or below shoulders
- Occasionally lift or move objects weighing up to 10 lbs.
- Sitting at a desk or in a vehicle for long periods of time to perform certain job functions
- Be able to read, write, and interpret written documents

Acceptance of the Food Bank of the Southern Tier's

- Mission: Working together to build and sustain hunger-free communities throughout the Southern Tier
- Vision: The Food Bank of the Southern Tier is committed to creating a future without hunger, where access to healthy food by all is recognized as fundamental to the well-being and success of individuals and the foundation of a strong, vibrant society
- Organizational Values: Have Integrity, Be Brave, Share Your Strength, Respect Relationships and Honor the Mission

EMPLOYER'S DISCLAIMER:

- All requirements are subject to possible modification to reasonably accommodate individuals with disabilities
- This job description in no way states or implies that these are the only duties to be performed by the employee occupying this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by their supervisor
- This document does not create an employment contract, implied or otherwise, other than an "at will" relationship

EMPLOYEE CONFIRMATION:

I have received and read a copy of this job description.

Signature

Date

Print Name