

Food Bank of the Southern Tier Community Engagement Manager Job Posting

The Food Bank of the Southern Tier is committed to creating a diverse, equitable and inclusive environment and is proud to be an equal opportunity employer. Individuals who bring that perspective and are supportive of diversity, equity and inclusion, in all of their forms, are strongly encouraged to apply.

Full-time - 35 hours/week, work schedule 8-4 Mon-Thurs, 8-1 Fri. We believe in work-life balance!

Starting salary: from \$48,000, based on experience

**** The Food Bank provides a comprehensive benefits package to our staff who are full-time and work 30 or more hours per week.**

OUR ORGANIZATIONAL VALUES

Integrity, Learning, Inclusion, Caring, Respect, Abundance

Who are we looking for?

Are you interested in writing impactful stories that demonstrate the realities of hunger in our region? Would you like to be a part of changing the public narrative about food insecurity and its root causes? Do you appreciate collaboration? Are you self-motivated with strong relationship building skills and an ability to support departments across an organization? The Food Bank of the Southern Tier is looking for a Community Engagement Manager that will work closely with other departments and spend time with partner agencies and clients across our six-county service area to develop client-driven communication, both internally and externally.

SPECIFIC DUTIES:

Stories of Impact

1. Identifies, pursues, interviews, writes, and places stories that demonstrate the realities of hunger and impact of our partner network. Works closely with the Community Empowerment Coordinator to ensure that the Food Bank story collection and storytelling processes are infused with dignity and are conducted in a way that is non-exploitative and recognizes the expertise of lived experience.
2. Responsible for developing content through writing, editing, and organizing stories for the Food Bank's story bank and seeking locations for placement of stories in various outlets based on branding & strategic organizational goals.
3. Identifies opportunities for capturing professional and candid video and photography.

Public Education & Engagement

4. Works closely with the Director of Communications to manage the client-focused Communication and Outreach Plan to reach new and potential clients to share

FBST services. In addition, works to change the narrative of who utilizes emergency food and federal assistance programs and why.

5. Creates messaging that educates the public about the Food Bank and the reality & root causes of hunger.
6. Manages general community and education inquiries.
7. Works to provide these experiences to volunteers, donors, corporate partners, etc. Segments stakeholders and provides additional opportunities for engagement such as advocacy, volunteering, and donating.

Website, Digital Content & Social Media

8. Manages client, program, and partner portions of the Food Bank communications and website. Works closely with Health & Nutrition and Community Impact Departments to ensure current and relevant resources are accessible. Creates content for the Food Bank blog that uplifts the work and impact of our network partners.
9. Assists other departments with external communications, including newsletter and communications to partner agencies. Ensures Food Bank branding and messaging is consistent across departments.
10. Assists with creative direction and regularly posts content for Food Bank's social media and promotion of the work of our partners. Works closely with the Advocacy & Community Empowerment Manager to leverage social media for advocacy, public policy, and education efforts. Assists specific program staff with program promotion in various outlets (social media, live streaming, etc.). Monitors Facebook inbox and offers referrals to food inquiries.

Capacity Building & Program Support

11. Implements the Communications portion of our Network Capacity Strategy.
12. Creates, markets, and conducts educational trainings and workshops for network partners to increase their media and online presence. Leverages communications platforms to promote the network and program volunteer and engagement opportunities.
13. Serves as a resource for other Food Bank departments and programs by designing marketing materials, such as nutrition education, SNAP Outreach, and advocacy materials. Promotes SNAP and other Federal nutrition programs in Food Bank communications.
14. Researches new marketing and communications trends in the industry to implement new strategies when appropriate.
15. Other duties as assigned.

TITLE OF DIRECT SUPERVISOR: Director of Communications

STANDARD WORK SCHEDULE: Monday – Thursday, 8:00 am to 4:00 pm
Friday, 8:00 am to 1:00 pm

WORKSITE: 388 Upper Oakwood Ave., Elmira, NY 14903

WORK FROM HOME: Eligible with supervisor approval

QUALIFICATIONS

- Bachelor's Degree in Marketing, Communications and/or Journalism preferred or equivalent combination of experience and education
- Minimum of two years in marketing, communications and/or journalism, with proven writing experience
- Not for profit development and fundraising environment is preferred
- Copywriting and editing experience
- Proficiency in Windows and Microsoft Office programs

OUR HIRING PROCESS & TIMELINE

- Applications will be reviewed regularly until the position is filled
- Phone screenings will be conducted with qualified candidates
- In-person or Zoom one-hour interviews will be conducted with candidates who advance after the phone screening
- In-person interviews are typically with 3-5 interviewers
- We may conduct a second round of one-hour interviews after which we may make an offer.
- Selected candidate to start in May-June

COMPENSATION AND BENEFITS

- Starting salary: from \$48,000, based on experience
- Full-time, non-exempt position, working 35 hours per week. We believe in work-life balance!
- 10 days PTO to start, 15 days after the first year of service
- 12-14 paid holidays, and a flexible, family-friendly schedule
- We provide medical, dental, and vision plans, short- and long-term disability, life insurance, an employee assistance program, and 6% toward employee 401(k)