



Job Description

Job Title: Communications Manager
Reports To: Director of Development
FLSA Status: Salaried/Exempt

Prepared By: HR Manager
Approved By: co-CEO
Pay Rate: \$68,000 Annual

POSITION SUMMARY:

As a key member of the Development Team, the Communications Manager leads Central California Food Bank's (CCFB) Public Relations and Communications activities to enhance the organization's local, regional and statewide visibility, fundraising, and donor engagement.

The Communications Manager plays an instrumental role in developing and implementing a strategic communications plan annually and is responsible for managing the organization's internal and external messaging and branding. This includes the design and execution of projects in the areas of media relations, marketing collateral, website and other digital marketing, publications, direct mail, graphic design, social media, and public relations to enhance community awareness of CCFB's mission and strategic direction across all communication channels. This position also supports all communication aspects of events, donor engagement and other fundraising activities.

The following is a list of major duties and responsibilities for this position. It is not all-inclusive. Other duties and responsibilities may be added as needed and, in addition, management as appropriate may modify this job description.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Provide overall strategic direction for CCFB's Public Relations and Communications efforts to increase visibility of our brand, programs, and partnerships, internally and externally.
- Develop and implement a strategic communications plan to advance CCFB's identity; broaden awareness of our programs and priorities; and enhance visibility among key stakeholder audiences throughout our 5-county service area.
- Execute an integrated media relations program, including: identifying and pitching stories; fielding, vetting and responding to media inquiries; developing and maintaining relationships with key local, statewide, and national media representatives; preparing talking points for CCFB spokespersons; write and pitch relevant press releases, alerts, and PSAs to align with marketing and fundraising campaigns; assist in stewarding media partners for in-kind campaign and event-related sponsorships.
- Manage all online communication vehicles, including CCFB's website and social media platforms including Facebook, Twitter, Instagram, and LinkedIn.
- Oversee and grow comprehensive online/digital revenue generation and monthly (online) donor engagement.
- Work with an external Agency to create, execute and evaluate the success of digital and social media campaigns, reporting on the effectiveness to inform strategies with the Director of Development and co-CEO.
- Create, produce and adapt communication materials to the needs of CCFB's diverse audiences, including internal programs, media, partner agencies, donors, volunteers, neighbors and more. Materials include

but are not limited to newsletters, brochures, flyers, programs, annual reports and promotional material for fundraising activities, such as CCFB events, fund drives, appeals and donor recognition.

- Manage relationship with external Direct Mail Vendor to execute monthly donor appeals.
- Collaborate cross-departmentally with members of CCFB's Development, Programs and Operations teams to ensure accurate and consistent messaging and materials.
- Maintain brand compliance and ensure content is representative of brand values, assuring the proper use of CCFB logo and messaging in all internal and external/partner events and promotional materials.
- Manage Development Department's communication and marketing budget.
- Participate in Development activities, including fundraisers and third-party events and attend public functions, as required.

SUPERVISORY RESPONSIBILITIES:

This position supervises CCFB's Events & Cause Marketing Coordinator.

MINIMUM QUALIFICATIONS:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations will be made in accordance with the ADA to enable individuals with disabilities to perform the essential job functions.

- Bachelor's degree in Mass Communication, Public Relations, Journalism, Marketing or related field; and minimum three years' experience in a related field and/or any equivalent combination of experience and training that provides the knowledge and abilities necessary to perform the principal duties of the position. Nonprofit experience a plus.
- Understanding of public affairs, communications and media principles, procedures and best practices used in mass communication and public relations.
- Expertise in journalistic writing, English grammar, and experience using specific communication styles for digital, print and mass media.
- Strong visual storytelling skills in video, photography and design— seeking and writing compelling neighbor and partner stories.
- Proven experience writing and designing in email marketing platforms and/or website content management systems.
- Experience evaluating and applying digital and emerging communication technology.
- Excellent written and oral interpersonal communications skills; ability to listen and evaluate opinions, suggestions, and recommendations of others.
- Commitment to CCFB's mission, vision and values and the ability to analyze situations from the neighbor and donor point of view, demonstrating compassion and understanding of hunger issues.
- Exceptional project management and organizational skills within a fast-paced environment.
- Strong computer skills with proficiency in Microsoft Office Suite, including Word, Excel, and PowerPoint. Proficiency in Canva and/or Adobe products is a plus.
- Insured vehicle with valid California driver license.

SUCCESS FACTORS

The successful candidate is a personable, mission driven, tech savvy, energetic and relational professional that has a high-level of self-sufficiency to achieve goals and objectives. Must have a demonstrated ability to develop and implement strategic, integrated communications and marketing plans. The candidate will also have a proven track record of building internal and external relationships and the capacity to meet competing

deadlines in a fast-paced environment with strong interpersonal communication skills that can instill confidence in others quickly.

Furthermore, the successful candidate will engage in the following tasks or behaviors that represent excellent customer service: timely responses, punctuality and attendance, treating others with respect, being knowledgeable and providing accurate information, and using appropriate non-verbal and verbal communication.

PHYSICAL REQUIREMENTS:

The physical demands described here are representative of those that must be met by an employee to successfully perform essential functions of this job. Reasonable accommodation will be made in accordance with ADA to enable individuals with disabilities to perform the essential job functions.

This position is located at a warehousing/distribution facility. With warehouse and truck traffic in the facility and grounds, a few steps to walk up into the facility and product stacked and stored throughout, this position requires someone who is mobile and who can watch for traffic and normal hazards of a warehouse environment. While performing the job duties of this job, the employee is regularly required to sit, talk, and hear. The employee frequently is required to stand, walk and/or reach with hands and arms. The employee must regularly lift and/or move up to 25 pounds and occasionally lift and/or move more than 50 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception, and ability to adjust focus. Must be able to use a computer to track detailed data, write reports and receive information; must be able to communicate by phone and in person; must be able to drive to and from meetings, events, and to run errands.

Central California Food Bank is an at-will employer. This means that employment can be terminated at-will by the company or employee and such termination can be made with or without notice.

*Central California Food Bank is an Equal Opportunity Employer.
Central California Food Bank is a proud member of Feeding America.*

Central California Food Bank
Job Description Acknowledgement

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By signing below, I am acknowledging that I have received a copy of this job description.

I understand I am to become familiar with my job description's contents as it represents a brief summary of my job duties, which are not all-inclusive and are subject to change, with or without prior notice. I understand it is my responsibility to talk to my manager or Human Resources if I have any questions regarding my individual job responsibilities or any policies and procedures.

Further, I understand that signing this document does not constitute a contract of employment with Central California Food Bank.

Employee Name (Print)

Employee Name (Signature)

Date