



Job Opening

United Food Bank Needs a Communications Manager

Our mission is to alleviate hunger in the places we call home. That's why we need a talented person like yourself to share our story.

Position Summary: The Communications Manager is responsible for executing the United Food Bank's internal and external communications strategy, including marketing, branding, website development and social media. The Communications Manager works collaboratively with program leadership to ensure consistent messaging regarding United Food Bank's mission, vision, philosophy and services. The Communications Manager will be part of External Affairs Department and report to the Director of External Affairs. Other duties may be assigned by the President and CEO.

Marketing & Branding

- Consistently communicate agency mission, vision, values and services through all internal and external communications
- Creation of agency materials including design consistent with brand guidelines
- Review documents created by employees and volunteers to ensure quality and consistency with agency messaging
- Review proposals for advertising, sponsorships, etc., and make recommendations for content and improvement
- Implement existing 2019 communications plan
- Prepare annual marketing and communications plans with clear deliverables and metrics
- Analyze key metrics to monitor progress towards communications and marketing goals and reporting trends of interest or concern to External Affairs Department

Social Media

- Must be fluent in using Facebook, Twitter, Instagram, YouTube and LinkedIn
- Align social media messaging to agency mission, vision, values and priorities
- Create content to fundraise using social media platforms (must be able to write and share client stories)
- Design and schedule all social media posts for agency messaging, events and updates (must have knowledge of using Adobe Creative Suite and Canva)
- Track social media performance on all platforms and reporting progress monthly
- Must be able to have an eye for photography and create short videos to promote programs, share client stories and showcase our amazing work.



Website

- Update United Food Bank's website with new messaging and campaigns
- Oversee website quarterly review process to ensure accuracy of website
- Work with administrative staff responsible for website maintenance
- Must be able to use WordPress

Required Qualifications:

- Bachelor's degree or higher in Communications, Broadcasting, Journalism, Public Relations or a related field
- Minimum of three years of communication experience
- Exceptional written and verbal communication skills
- Experience developing quality content for various formats, channels, and audiences
- Demonstrate your skills in a digital world

What Are We Looking For:

- Superior writing and communication skills
- Ability to assume responsibility and work independently
- Ability to work cooperatively and constructively with others
- Detail oriented with adherence to deadlines
- Availability to work occasional evenings and weekends, as required
- Proficient in Microsoft Office Suite, Constant Contact, and Adobe Creative Suite

Job Status: Exempt, full-time, 8 a.m. to 5 p.m., with occasional evenings and weekends as needed

United Food Bank is an equal opportunity employer.

Job Type: Full-time

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

The employee must occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception, and ability to adjust focus. While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel and talk or hear. The employee is occasionally required to stand; walk and reach with hands and arms.

The above job description is not intended to be an all-inclusive list of duties and standards of the position. Incumbents will follow any other instructions, and perform any other related duties, as assigned by their supervisor.