

**FOOD BANK OF THE SOUTHERN TIER  
POSITION DESCRIPTION**

<b>POSITION TITLE:</b>	Director of Communications	<b>STATUS:</b>	Exempt
<b>DEPARTMENT:</b>	Development & Community Engagement	<b>W/C# / EEO#:</b>	8810 / 1.1
<b>POSITION LEVEL:</b>	Director	<b>GRADE LEVEL:</b>	445

**PRIMARY FUNCTIONS:**

The Director of Communications drives the organization's success by building and directing strategic systems and processes with an annual plan across multiple channels using an equity lens. As a member of the Senior Leadership Team this position shares the Food Bank's story by creating messaging that educates the public about the Food Bank and the realities of hunger as well as ensuring consistent key messaging. Leads a team of staff and vendors in meeting fundraising goals through deliberate project management. Handles all media and public relationships efforts for the organization.

**SPECIFIC DUTIES:**

**Communications strategy, planning & budgeting**

1. Works across the organization to create and implement an annual strategic communications plan that includes public relations, media, engagement, fundraising, donor stewardship, and internal communication.
2. Creates communications strategy and rollout plan for using an equity lens.
3. Oversees creation and implementation of a robust and competitive digital fundraising program led by Digital Manager.
4. Directs storytelling and public education engagement support of programs and partners led by the Communications Manager.
5. Write and manages executive level internal and external communications plans and communications.
6. Builds tools and systems for internal communication that foster a transparent, inclusive, participatory and celebratory work culture.
7. Evaluates the effectiveness of communication methodologies and iterates through regular reporting and continuous improvement practices.
8. Creates content and manages project development including editing, writing, organizing stories, and seeking locations for placement.
9. Ensures appropriate and strategic goals for communications are in place for each program area and initiative.
10. Creates and manages budgets for paid advertising, vendors, printing, etc.

**Brand management**

11. 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 communications objectives and accurately reflects the values of the organization.
12. Oversees creation of messaging that educates the public about the Food Bank and realities of hunger .
13. Shares guidelines for the production, brand identity, and core message platforms with staff and vendors.

**Fundraising & outreach materials**

14. Oversees creation and production, including of Food Bank materials including newsletters, annual report, major gift proposals and reports, and other outreach materials as needed.
15. Directs all aspects of print and digital production including project quotes, vendors management and contract negotiations.

**Media & Public Relations**

16. Identifies opportunities for additional media coverage, and professional video and photography engagement.
17. 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 Senior Leadership Team members to ensure support for all activities of the Food Bank.
18. Manages media and public relations strategies to increase awareness about the realities of hunger and increase the visibility of the Food Bank across our six-county service area.
19. Oversees creation and management of annual media plan, including advertising schedules, media alerts, press releases, and press conferences as needed.
20. Oversees management of public speaking engagements and media interviews with staff as needed.
21. Oversees marketing logistics, outreach materials, and signage for annual Food Bank special events, cause marketing and digital fundraising campaigns.
22. Other duties as assigned

# **FOOD BANK OF THE SOUTHERN TIER POSITION DESCRIPTION**

**TITLE OF DIRECT SUPERVISOR:** Chief Development Officer

**SUPERVISION RESPONSIBILITIES:** Communications Manager  
Digital Manager

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

**WORK FROM HOME:** Eligible with supervisor approval

**QUALIFICATIONS:**

- Bachelor's Degree in Communications and/or Marketing required
- Minimum of five (5) years in communications and marketing
- Minimum of two (2) years in a supervisory role
- Non-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 project and people management skills
- Experience in website and social media management
- Must be a self-starter and able to work independently while supervising staff and vendors
- Demonstrated working knowledge of marketing and communication principal
- 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 and intensity of work in short timeframes
- Ability to analyze and interpret data, use graphs and charts, calculate percentages and proportions, and use spreadsheet formulas
- 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 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 CCDOR's corporate compliance and ethics program.

**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

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**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 read and understand the duties, responsibilities, and qualifications for this job and am able and willing to perform them accordingly.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name