



Director of Marketing & Communications

Department: Marketing & Communications

Reporting to: CEO

Status: Full Time, Exempt (\$90K-\$100K, DOE)

Benefits: We offer excellent Benefit Plans including incremental PTO Plan; 11 Paid Holidays plus a Birthday Floating Holiday. 403b retirement plan with a match. Medical & Dental insurance plans with majority paid by employer. Life Insurance plan paid by employer. Employee Assistance Program.

***Second Harvest Food Bank requires all new hires to be fully vaccinated for COVID-19.**

This policy complies with all applicable laws. If any questions regarding this policy, please inquire.

Would you like to go to work knowing that every day you'll be making a real difference in the lives of at-risk people in your community? At Second Harvest Food Bank of Orange County that's exactly what you'll be doing. Every moment of your workday will directly impact our mission to provide food for those who need it, when they need it. **Come join our upbeat, collaborative team who are improving lives every day by taking hunger off the table.**

About Second Harvest Food Bank of Orange County

Second Harvest Food Bank of Orange County (SHFB) is a purpose driven organization committed to doing whatever it takes to ensure all are well fed. Providing dignified, equitable and consistent access to nutritious foods creates a foundation for community health and is a catalyst for societal transformation. Since 1983 we have been a source of food security to all members of our community when they need our help.

POSITION PURPOSE: The Director of Marketing & Communications directly impacts this effort by leading all marketing and communications activities to increase visibility of our brand, and programs across a variety of stakeholders, internally and externally.

ESSENTIAL RESPONSIBILITIES:

- Reports to the CEO, and works closely with the Chief Mission Officer and Leadership Team to communicate SHFB's vision and strategic direction across all channels (traditional, digital, social media)
- Builds awareness to our brand, food insecurity, and the value of the services that SHFB provides to our community
- Creates and manages messaging and branding for the Food Bank internally and externally
- Mobilizes the community to support our mission through donations of funds, food, and time
- Works with all internal departments to ensure accurate and consistent materials and communications alignment with the brand
- Oversee all messaging and marketing content (online, social media, traditional channels)
- Serves as a media spokesperson for the foodbank, supporting the CEO in community relations and other projects as needed,



- Manage marketing team members.
- Manage marketing-related vendors to ensure top-quality product and pricing
- Assists with and attends public events as needed
- Creates and produces content for all print and electronic media (i.e. newsletters, direct mail, brochures, flyers, annual reports, collateral material).

PHYSICAL DEMANDS/ENVIRONMENTAL FACTORS: Ability to lift 25 pounds, able to drive throughout Orange County for meetings and events, tolerate extended periods of sitting for meetings and working at desk on phone and computers. Indoor office environment and indoor distribution center environment with moderate noise at food bank location.

POSITION QUALIFICATIONS:

- Bachelor's degree in communications, marketing, journalism, or related field preferred; relevant equivalent experience may be considered.
- A minimum of 5-years of experience in a similar position, including management of people. Nonprofit experience a plus.
- Must have a strong "people orientation" with outstanding verbal skills to effectively communicate and relate to a wide range of stakeholders, from donors, to volunteers, to elected officials, and C-level corporate executives.
- Excellent writing and editing skills.
- Strong collaboration skills.
- Proven ability to develop and implement strategic, integrated marketing and communications plans. (Work samples required.)
- Strong business acumen.
- Experience with fundraising campaigns.
- Strong relationship-building utilizing active listening
- Persuasive storytelling skills – seeking and writing compelling client and partner stories.
- Effective public speaker.
- Exceptional project management and organizational skills within a fast-paced environment.
- Ability to work with creatives on concepting and copywriting for ads, annual report, etc.
- Some knowledge of graphic design, print collateral creation and production.
- Experience in working with and managing external agencies/vendors who provide services like website development, marketing, photography and producing videos.
- Proficiency in Microsoft Office suite, WordPress platform.
- Proficiency or working knowledge in Adobe Creative Suite.



The above statements are intended to describe the general nature and level of work performed, rather than to be an exhaustive list of all duties, responsibilities, and skills required for the position. The position duties may be changed at any time at management's discretion. This position description is not intended to create contractual obligations of any kind. To perform this job successfully, an individual must be able to perform each essential job function satisfactorily. The requirements listed above are representative of the knowledge, skills and/or abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Second Harvest Food Bank of Orange County, Inc. is an Equal Opportunity Employer

How to Apply: Please send resume, cover letter & completed [application](#) to: Tammy@FeedOC.org