



Communications Coordinator Job Description

Title: Communications Coordinator
Reports To: Director of Communications
Department: Development & Communications

The **Communications Coordinator** is a non-exempt position reporting to the Director of Communications. This position is responsible for supporting the Director of Communications in executing the communications strategy and marketing plans for the Food Bank. In that role, the Communications Coordinator will develop website content, manage social media on a daily basis, help to write key publications, and gather stories and photos of clients that document the work of the Food Bank and its network. This position is an active part of the development team, representing the Food Bank in various roles inside and outside of the Food Bank as well as becoming involved with other department projects and events as necessary.

I. Job Responsibilities

• Website & Social Media Content

- Develop new content and maintain website. Write new stories, create new pages, and solicit updates from other departments.
- Assist with writing eNewsletters for donors based on a calendar developed by the Director of Annual Giving, and ensure that eNews stories connect to existing or new pages on the website.
- Work with website design vendors to implement design changes to the website.
- With the Director of Communications, execute social media strategy for the Food Bank.

• Marketing & Communications Publications

- Assist the Director of Communications in writing content for key organization publications including:
 - i. Food Bank newsletter, which is a component of the direct mail program, twice a year
 - ii. Annual Report
 - iii. Brochures, fact sheets, etc.
- Conduct frequent client interviews to be used for newsletters, direct mail, website, press conferences, etc.
- Maintain the Food Bank's photo library by taking photos, seeking pro bono photography, or contracting with paid photographers, to capture our work and the work of our agencies.
- Develop video content for use on the website and in social media.
- Design ads, flyers, banners, brochures, fact sheets, event signage, invitations, etc. as needed.

- **Community Events, Speaking Engagements & Tours**
 - Manage inquiries from third parties (individuals or organizations) wishing to organize an event or cause marketing campaign to benefit the Food Bank.
 - Manage inquiries from outside groups that want a representative from the Food Bank to speak at their upcoming event. If appropriate, speak at the event or identify another Food Bank staff person or volunteer to speak.
 - Represent the Food Bank at fundraising events run by outside groups to benefit the Food Bank as schedule permits.
 - Coordinate all aspects of the Food Bank's Speakers' Bureau, including promotion, training and logistical details.
 - Serve as contact person for Food Bank tours, provide tours and coordinate tour schedule

- **Public Relations**
 - With the Director of Communications, develop public relations strategies for Food Bank events and announcements as needed.
 - Write press releases and send them to appropriate press outlets as needed.
 - Maintain press list with accurate contact information.
 - Assist in analyzing and reporting impact of communications on organizational success.

- **General Development & Office Work**
 - Assist with the organization and implementation of Development department events.
 - Work with entire Development team to achieve the Food Bank's fundraising goals.
 - Help establish and maintain internal communications to keep staff informed of the work of the organization.
 - Communicate Food Bank efforts/initiatives to donors/prospects through facility tours and/or as a Food Bank representative at various community events.
 - Supervise volunteers as necessary.

II. Qualifications

Bachelor's degree in English, journalism, communications or related field with 1-3 years of experience. Demonstrated ability to write strategic communications pieces for an organization, including press releases, newsletters, website content, etc. Experience with WordPress content management platform. Strong photography and videography skills. Experience managing social media for an organization preferred. Prior experience in non-profit communications and/or fundraising preferred. Excellent written and oral communication skills. Bilingual a plus.

The individual must have strong interpersonal skills and have the ability to relate to other staff, volunteers, agency representatives, food pantry clients and the general public. The individual must be self-motivated and committed to workplace participation and diversity with the ability to work as a team member.

Ability to juggle many projects and meet deadlines in a high-energy, fast-paced environment. Interest in the Food Bank's work to alleviate hunger in Rhode Island through food distribution, nutrition education and job training programs.

Communications Coordinator

Date