



## Job Description

Title: **Director of Communications**  
Reports To: Chief Philanthropy Officer  
Department: Development & Communications

### I. Primary Job Functions

**Mission:** To improve the quality of life for all Rhode Islanders by advancing solutions to the problem of hunger.

**Vision:** We envision a state where no one goes hungry.

**Diversity Statement:** The Rhode Island Community Food Bank embodies diversity, serving every part of our state and engaging people from all communities and backgrounds in our work. We are an open and inclusive organization that welcomes, respects and values all people. Diversity strengthens our organization, so we take responsibility for attracting employees, volunteers and supporters with diverse identities and life experience. When we seek out, recognize and cultivate diversity within our staff, we create an enriched and more inclusive work environment. Ultimately, it is our collective wisdom that enables us to achieve our mission with creativity and compassion.

**Position Summary:** The **Director of Communications** is an exempt position reporting to the Chief Philanthropy Officer. This position is responsible for developing an overarching communications strategy for the Food Bank and executing that strategy through marketing, public relations and communications activities. In addition, this position is responsible for writing key publications, including two or more newsletters per year and the Food Bank's annual report. The Director of Communications also oversees content strategy and generation for the Food Bank's website and social media, and writes and/or designs collateral materials including flyers, brochures, ads, etc. The Director of Communications and Communications team also supports the internal communications needs of the Food Bank, providing support to the Human Resources, Community Impact, and Operations teams as needed. This position is an active part of the Development team, representing the Food Bank in various roles inside and outside of the Food Bank.

### I. Job Responsibilities

- **Marketing & Communications Publications**
  - Write and edit organization publications including:
    - i. The Food Bank's newsletter, which is a component of the direct mail program, twice a year.
    - ii. The Annual Report

- iii. Brochures, fact sheets, etc.
  - iv. Key messages documents (for internal use)
- Conduct frequent client interviews to be used for newsletters, direct mail, website, press conferences, etc. Ensure that food pantry guests feel properly informed about how their story will be used, and compensated for their time and willingness to share.
- 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.
- In collaboration with the CEO and CPO, produce the Hunger Status Report each year.
- Design ads, flyers, banners, brochures, fact sheets, event signage, invitations, etc. as needed.
- **Website & Social Media**
  - Oversee website content development and maintenance to ensure fresh and current content is displayed. Write new stories, create new pages, and solicit updates from other departments.
  - Develop eNews calendar and manage the process for sending regular email updates to donors and supporters. Ensure that eNews stories connect to existing or new pages on the website.
  - Manage website design vendors to implement larger-scale design changes to the website.
  - With the Communications Coordinator, develop and implement a social media strategy for the Food Bank.
- **Public Relations**
  - Create and implement an annual communications plan for the year which includes key messages, key initiatives, programs, food drives, and fundraising events.
  - Develop public relations strategies for Food Bank events and announcements.
  - Write press releases for various publicity opportunities and send them to appropriate press outlets.
  - Manage and maintain relationships with local and regional media outlets, bloggers, key influencers, etc. and be able to clearly and persuasively articulate key messages and strategies of the Food Bank to these audiences.
  - Explore pr opportunities with vertical publications, i.e. non-profit/philanthropy publications, food-related publications, etc.
  - Respond to external press requests and determine the most appropriate response and staff member to do the interview.
  - Identify key issues and opportunities for the Food Bank to be "in front of" and be prepared to be a spokesperson on these topics. Prepare appropriate senior leadership to address these topics as well.
  - The Food Bank is a member of Feeding America, the national network of food banks. Stay abreast of Feeding America communications initiatives and cause marketing opportunities that are relevant to our market.
  - Update the Food Bank's Crisis Communications Plan annually. Train key organizational staff on plan implementation so we are prepared to respond to a crisis.
  - Maintain press list with accurate contact information.

- **Internal Communications**
  - Meet regularly with other teams to gather program updates for current content development, and to assess and support their communications needs. This may include social media, eNews strategy, brochure or flyer development, or other assistance.
  - Educate staff on how to maintain the Food Bank's brand identify in terms of graphic design and messaging.
- **Speaking Engagements & Community Events**
  - Oversee the Communications Coordinator in managing inquiries from outside groups seeking a representative from the Food Bank to speak at their upcoming event.
  - As needed, represent the Food Bank at fundraising or other events run by outside groups to benefit the Food Bank as schedule permits.
- **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.
  - 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.

### III. Qualifications

Bachelor's degree in communications, journalism, English, or related field required. Must have experience managing external communications strategies and implementation for a high-profile organization. Prior experience in non-profit communications and/or fundraising preferred. Demonstrated ability to write high-level strategic communications pieces, including newsletters, annual reports, key messages, etc. Some knowledge of HTML and WordPress or other content management software experience required. Experience with Mailchimp and Google Analytics preferred. Strong photography and videography skills a plus. Excellent written and oral communication skills.

The individual must have strong interpersonal skills and have the ability to relate to other staff, volunteers, agency representatives, food pantry guests 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. Must have a license, a car and the ability to drive to sites throughout the state. When the need arises, must be able to work outside of normal working hours.

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.

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Director of Communications

Date