



Job Description: Communications Coordinator

Title:	Communications Coordinator
Reports To:	Director of Communications
Department:	Development & Communications
Grade Level:	7
Pay Range:	\$45,000 - \$73,000
Work-From-Home Eligible:	40% of time (2 days per week at manager's discretion)

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 **Communications Coordinator** is a non-exempt position reporting to the Director of Communications. The Coordinator is responsible for supporting the director in executing the Food Bank's marketing and communications strategy to tell the story of our work and share our message with a variety of audiences. In this role, the Communications Coordinator will visit our member agencies across the state and gather stories (including photos and video) that document the work of the Food Bank, its network, and the people served. They will prepare this content for use on the website, in social media and for key publications. The Coordinator will plan and execute the Food Bank's social media strategy with the Director's guidance and maintain the website, keeping it current and informative.

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. It is critical that the Communications Coordinator be able to think big-picture about the organization's needs and goals in order to be a strategic partner to the Director of Communications.

Duties and Responsibilities

- **Collect Stories to Promote the Work of the Food Bank**
 - Conduct frequent interviews with guests, staff and volunteers at member agencies to be used for newsletters, direct mail, website, social media, press conferences, etc.
 - Maintain the Food Bank's photo and story library by taking photos, seeking pro-bono photography, or contracting with paid photographers, to capture our work and the work of our member agencies.
 - Develop video content for use on the website and in social media.
 - Build and maintain relationships with pantry representatives and guests to facilitate the collection of stories
 - Work with the Director of Annual Giving and the Director of Communications to understand our mailing schedule and the content needed for each mailing.

- **Online Content**
 - Closely monitor website to ensure content is fresh and engaging, changing content as needed.
 - Develop new content by writing stories, creating new web pages as needed, and soliciting updates from other departments.
 - Assist with writing eNewsletters for donors and other constituents based on an established editorial calendar.
 - Work with website design vendors to implement design changes to the website.
 - With the Director of Communications to plan and execute social media strategy for the Food Bank.
 - Stay abreast of social media engagement and actively respond to posts and inquiries
 - Track social media growth and analytics

- **Marketing & Communications Publications**
 - Assist the Director of Communications in writing content for key organization publications including:
 - “The Core” Impact Report, a component of the direct mail program, twice a year
 - Annual Report
 - Brochures, fact sheets, etc.
 - Design ads, flyers, banners, brochures, fact sheets, event signage, invitations, etc. as needed.

- **Community Events, Speaking Engagements & Tours**
 - Proactively seek speaking opportunities for key Food Bank staff members to educate the public about our work
 - 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.
 - Serve as contact person for Food Bank tours, provide tours and coordinate tour schedule
 - Take photographs at events as needed for future use

- **Public Relations**
 - With the Director of Communications, develop public relations strategies for Food Bank events and announcements as needed.
 - Assist Communications Director in political advocacy efforts supporting policies that improve the lives of low-income Rhode Islanders
 - Write press releases and send them to appropriate press outlets as needed.
 - Maintain press list with accurate contact information
 - Maintain list of media coverage
 - Identify opportunities to respond to current news and events to raise awareness of the issue of hunger and its connection to other topics. Share news as needed on social media
 - 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
- Build relationships with staff at the Food Bank to strengthen communications within the organization
- Help establish and maintain internal communications to keep staff informed of the work of the organization
- Supervise volunteers as necessary

Skills and Qualifications

Bachelor’s degree in communications, journalism, marketing, public relations, English or related field with at least 3 years of experience. Demonstrated ability to interview subjects and write strategic communications pieces for an organization, including press releases, newsletters, website content, etc. Experience with Mailchimp, WordPress and Google Analytics. Strong photography and videography skills. Experience managing social media for an organization preferred. Prior experience in public relations, non-profit communications and/or fundraising preferred. Excellent written and oral communication skills. Bilingual a plus. 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.

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, proactive 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 dynamic environment and an interest in the Food Bank’s work to alleviate hunger in Rhode Island through food distribution and nutrition education are a must.

By signing below, the staff member agrees to take full responsibility for the work outlined in this job description.

Employee Signature

Date