



Communications Coordinator Job Description

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

Work-From-Home Eligible: 10% of time

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 responsible for supporting the Director of Communications in executing the marketing and communications strategy for the Food Bank. The Communications Coordinator will gather stories, photos and video that document the work of the Food Bank, its network, and the people served with an understanding of our mission and a high degree of empathy; and prepare this content for use on our website, social media channels and other key publications. This is a multifaced, community-facing role and an active part of the overall Development team.

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 library by taking photos, seeking pro bono photography, or contracting with paid photographers, to capture our work and the work of our member agencies.
 - Capture and edit video content for use on the website and in social media.
 - Work closely with Food Bank staff to understand and share the impact of the work we do.
- **Create and Execute Multimedia Content**
 - Using WordPress, maintain existing website content and assist in the development of new content. This includes writing new stories, create new pages, regularly updating images and graphics and working with other departments to ensure their pages are up to date.
 - Assist with writing weekly eNewsletters for donors and other constituents based on an established editorial calendar.

- With the Director of Communications, execute social media strategy for the Food Bank, including maintaining, scheduling and creating content on the following platforms: LinkedIn, Twitter, Facebook, and Instagram.
 - Utilize analytics to inform social media strategy, track posts and content performance regularly.
- **Marketing & Communications Publications**
 - Assist the Director of Communications in writing content for key organization publications including:
 - i. Food Bank Impact Report, which is a component of the direct mail program, twice a year
 - ii. Annual Report
 - iii. Brochures, fact sheets, etc.
 - Design ads, flyers, banners, brochures, fact sheets, event signage, invitations, employee newsletters 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.
 - Serve as contact person for Food Bank tours, provide tours and coordinate tour schedule.
 - Support students' information requests, either meeting with them or connecting them with the appropriate Food Bank staff member.
- **Public Relations**
 - With the Director of Communications, develop public relations strategies for Food Bank events and announcements as needed.
 - Identify opportunities to respond to current news and events to raise awareness of the issue of hunger and its connection to other topics.
 - 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 1-3 years of experience. Prior experience in public relations, non-profit communications and/or fundraising preferred.
- Demonstrated ability to interview subjects and write strategic communications pieces for an organization, including press releases, newsletters, website content, etc.
- Experience with online email platform such as Mailchimp. Familiarity with WordPress and Google Analytics, as well as a basic HTML editing skills.

- Strong photography and videography skills.
- Strong graphic design skill
- Experience managing social media for an organization.
- Excellent written and oral communication skills, as well as proofreading and editing skills.
- Bilingual English/Spanish a plus.
- Must have a license; consistent, reliable vehicular transportation and the ability to drive to sites throughout the state on a regular basis. When the need arises, must be able to work outside of normal working hours.
- Must have strong interpersonal skills and the ability to relate to staff, volunteers, agency representatives, food pantry guests, students and the general public.
- 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. Interest in the Food Bank's work to alleviate hunger in Rhode Island through food distribution, nutrition education and job training programs.

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

Employee Signature

Date