

# **Feeding Southwest Virginia**

## **Job Description**

Position Title: **Marketing and Communications Director**  
FLSA Status: Exempt  
Salary Grade: 12  
Department: Development  
Location: Salem Facility  
Supervisor: Chief Development Officer  
Supervises: None  
Revised Date: 1/1/2020

### **Position Purpose:**

The Marketing and Communications Director will support the mission of Feeding Southwest Virginia and plans, directs and implements comprehensive, integrated, communication and marketing strategies that raise public awareness regarding issues of hunger. These responsibilities include media relations, public relations, public affairs, marketing, publications, special events, social media, and web communication.

### **Position Essential Functions and Responsibilities:**

*To be successful in this role, an individual must be able to perform in a satisfactory manner the functions or responsibilities listed below.*

### **Position Responsibility (Expected Work):**

1. As the Marketing and Communications Director, he/she will demonstrate a professional demeanor in interactions with all FSWVA staff, agencies, donors, government officials and the general public.
  - Keep informed and consistently practice the policies and procedures of Feeding Southwest Virginia, Feeding America national office regarding compliance.
  - Possess knowledge of Feeding Southwest Virginia and all programs.
  
2. The Marketing and Communications Director reports directly to the Chief Development Officer and is responsible to create and execute high-impact integrated communications, public relations, media relations, special event and marketing plans for the Food Bank.
  - Aligns and implements strategic enterprise communications with leadership for determining organizational communication, priorities, creating consistent and compelling messaging, and integration of communications across all channels and platforms.
  - Creates and integrates visual design solutions appropriate for communications utilizing a variety of technical skills in print, electronic, social and digital media.
  - Establish an annual communications calendar to coordinate activity among departments.
  - Activities include managing traditional and conventional print periodicals and collateral, press conferences, marketing support of revenue operations and disaster communications.
  - Identifies opportunities, issues and challenges critical to the strategic leadership to the President and CEO and executive team.
  - Serves as primary media contact and represents Feeding Southwest Virginia when necessary in public settings and to media outlets.
  - Implement annual comprehensive marketing and communications plans to raise public awareness of the issues of hunger, develop brand awareness, support the strategic plan, and mobilize support for services and program of Feeding Southwest Virginia.
  - Design creative and compelling year-round call to action campaigns that further the organization's mission, aligning with co-branding corporate and nonprofit opportunities, and promotions and partnerships aligned at the regional and national level of Feeding America.
  - Promote services or programs through contacts with business and media representatives; local, state and federal officials; Virginia Federation of Food Banks, and special interest groups.
  
3. The Director reports to the Chief Development Officer, is an advisor to the President and CEO, supports senior team members, and is an integral member of the Development team.

- Develop procedures and monitor internal and external marketing and communication policies to align with approved guidelines and proven effective methods of communication and marketing.
- Collaborate with staff at two distribution center locations on effective communications strategies to help reach department goals and increase the organization's visibility, effective messaging, and media exposure for increased awareness, revenue and donations, efficiency and social impact.
- Manage and maintain media relationships, media/press events, photo opportunities and provide oversight of public relations content to all relevant media outlets, websites, e-communications, advocacy alerts, social media outlets, and traditional media.
- Develop and review all communications and donor-focused messaging in writing, designing and coordinate production of marketing-related publications, including speeches, newsletters, annual report, proposals, brochures, production scripts, videos, booklets, flyers, posters, direct mail, as well as e-communications and web-based media.
- Serve as a key staff member to promote and assist in management of special events and food drives to enhanced marketing and public relations aspects of community engagement.
- Provide reports and serve as a liaison to assigned committees, such as the Public Relations and Marketing Committee. Also assist with community awareness programs focused on advocacy, community education, and volunteer recruitment.
- Advise management of crisis communications in terms of issuing official statements and managing media inquiries in direct consultation with the President and CEO and executive leadership team.
- Travel and work within a 26-county service area and at two distribution centers within southwest Virginia to fulfill duties and responsibilities.
- Assists in updating departmental SOP's.

**Diversity:**

Demonstrate a core value of diversity by modeling and ensuring diversity and cultural competency (respect, inclusiveness, reflecting, valuing and welcoming of cultural differences) in all position responsibilities regardless of age, color, disability, gender, gender identity or expression, social class, marital status, national origin, race, ethnicity, religion, sexual orientation, veteran's status, nationality, age, language, origin or employment status.

**Other functions:**

- Promote a cooperative spirit within the organization and among internal and external participants.
- Supervise interns or volunteers as assigned
- Perform other duties as assigned by the Chief Development Officer and the President and CEO

**Interface: Responsible in maintaining positive relationships.**

- Establishes and maintains an ongoing positive relationship with all media outlets and contacts.
- Identify potential sources for Corporate and Special Event Funding.
- Conducts facility tours, as assigned.
- Performs public speaking engagements and presentations.
- Interfaces with the general public, national, regional and local government representatives, other key individuals and contacts.
- Daily interaction with the development team, President and CEO and others as necessary to ensure consistency in content and messaging between development and communications.

**Minimum Skills and Qualifications required to capably perform in the position.**

**Training, Education and Experience:**

**Education:**

- Bachelor's degree in communications, journalism, English, marketing, media studies, public relations or 4-10 years of equivalent work experience in a related field required.

**Experience:**

- 3-5 years' of demonstrated experience with applied knowledge and expertise in public relations, marketing, media relations, promotions, fundraising, or other applicable communications related field is required.
- Previous work experiences with responsible decision making authority a plus.

### **Knowledge, Skills and Abilities:**

- Successful track record of engaging the press, use of communication technologies for meetings, placement in recognized print, radio, television and electronic outlets.
- Applied knowledge of management principles, practices, and budget development desired.
- Requires attention to details, meeting deadlines, visioning and collaboration.
- Must be able to travel within a 26-county area of the service region and for occasional overnight travel assignments.
- Must have the ability to understand instructions and effectively demonstrate quality results.
- Meet deadlines, handle multiple responsibilities with attention to detail, supervise assigned volunteers, interns or staff; and coordinate diverse functions within the public relations and communications role of the Food Bank.
- Excellent organizational skills.
- Consistently shows attention to detail.

**Allowable Substitutions:** Combination of education, experience, and/or training that provides the required knowledge and skills for the position may be considered in lieu of education and/or experience at the company's discretion.

### **Language Skills:**

- Must have demonstrated excellent written and verbal communication skills with experience at public presentations, collecting statistical data, writing, editing and producing marketing and communications materials and copy.
- Ability to communicate effectively with all staff members.

### **Mathematical Skills:**

- Ability to perform basic math functions.

### **Technical/Computer Skills:**

- Proficiency required in use of design software such as Adobe Photoshop/Illustrator, Quark/InDesign, as well as the Microsoft Office Suite of software.
- Proficient skills desired in communications technologies and electronic digital media design and production.
- Capable of learning and independently operating equipment required for the position including but not limited to printer, multi-use copier, fax, postage machine and phone system.
- Experience with website management and skills related to maintaining a strong social media presence desired. Photography and/or videography skills are a plus.

### **Other Skills and Abilities:**

- Ability to maintain confidentiality at all times.
- Must be reliable and dependable.
- Positive work ethic, good relationship management skills and team-oriented attitude.
- Maintain compliance with established Food Bank directives, policies and external regulations.

### **Licenses and Certificates:**

- Must have a valid Virginia's driver's license, capable of driving, and own transportation to work. Maintain a safe driving record in driving company vehicles.

### **Team Commitment:**

Considers the benefits and consequences to the team when taking action, openly shares ideas and information with others, effectively completes work activities with and through others, helps others achieve goals and complete work to meet the needs of the team and the organization. Criticizes actions, when necessary, not people and effectively negotiates win-win outcomes.

### **Flexibility:**

Be willing to work overtime and mandatory days set forth by the organization on short-notice. Be willing to work flexible coverage as needed.

Physical Demands:

### **Physical Demands:**

The demands described here are representative of those that must be met by an employee to successfully perform the functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the tasks outlined in this job description.

The position operates primarily in an office setting within the food bank. This position requires sitting at a desk and in meetings for long periods of time and involves extensive computer work with frequent interruptions. Vision abilities required include close vision and the ability to adjust focus. Routine travel to functions and special events is normal. Occasionally, may be required to respond to organizational needs outside of normal working hours. The employee may be required to walk, stand, push, pull, lift bend, and carry objects up to 30 pounds. With forklift traffic in the facility and product stacked and stored throughout, this position requires someone who is mobile and who can hear and watch for traffic and normal hazards of a warehouse environment. Conducts work in an external environment which requires driving. Conducts work in a fast paced and deadline driven environment.

**Work Environment:**

*Feeding Southwest Virginia is an equal opportunity employer and embraces a philosophy that recognizes and values diversity. Our goal is to attract, develop, retain and promote a talented diverse workforce in a culture where all employees will contribute to their fullest potential. This description provides information regarding the essential function of the designated job, and the general nature and level of work associated with the job. It should not be interpreted to describe all the duties whose performance may be required of such employees or be used to limit the nature and extent of assignments the individual may be given. This job description is not an employment agreement or contract.*

I understand the requirements of the job.

Employee: \_\_\_\_\_  
(Please print name)

Date: \_\_\_\_\_

\_\_\_\_\_  
(Employee Signature)

Supervisor: \_\_\_\_\_  
(Please print name)

Date: \_\_\_\_\_

\_\_\_\_\_  
(Supervisor Signature)