



Communications Manager

The California Association of Food Banks believes that food is a fundamental right. Food is medicine, it is fuel for learning, a teacher of cultures, and convener of communities. And, right now 10 million Californians don't know how or when they will next eat. We're working to change that.

We are proud to amplify the voice of food banks and of hungry Californians in the corridors of our statehouse and country's Capitol, in the offices of foundations and corporations, on farms and in fields, and throughout our state. We do this to influence public policy to enhance the safety net, ensure that fresh produce and healthy proteins are accessible to all Californians, connect hungry residents with nutrition programs, and support our 42 member food banks in their work to feed our communities.

Position Description:

Strategic and timely communication is core to the work of the California Association of Food Banks. As a statewide anti-hunger organization, we bring awareness to the pervasiveness of food insecurity throughout our state, educate about nutrition programs, activate around the policies impacting the nutrition safety net, and elevate the essential role food banks play in our society. As a membership organization, we make sure that food banks have the tools and resources they need to do what they do best: feed our communities.

Reporting to the director of communications, the communications manager will be responsible for supporting the communications function within the organization, including our programs and member network. The communications manager works closely with all members of our staff as well as food bank staff. This position is grant funded for one year with the possibility of renewal.

Duties & Responsibilities:

- **Organizational Communications.**

- Support the creating of an annual communications calendar that overlays communications strategy with organizational priorities while weaving in the needs of the various coalitions CAFB participates in.
- Help create and roll out brand refresh, including new website, and enforce adherence to brand guidelines both amongst staff and member food banks.

- **Member Communications.** Keeping our 42 member food banks informed about policy changes, best practices, new resources, as well as sharing learnings across the network is a key communications function. The communications manager will develop an ongoing member communications program.

- **Program Communications.** The communications team works in close collaboration with the CalFresh outreach team, public policy team, farm to family team, member services team, development team, and finance team. The communications manager will work with the communications director to support each team's communication needs and programmatic strategies.

- **Collateral Collection.** The communications manager will collaborate with development associate in the collection and upkeep of data, photos, and testimonials for use across the organization.

- **Asset Maintenance.** Our website and social media are key communications channels. The communications manager will work across teams to ensure that all channels reflect current priorities and up to date information.

- **Events & Campaigns.** The communications manager will support the Conference, Member Meeting, Days of Action, as well as campaigns with strategy, planning, content creation, and execution.

- **Content Creation.** The communication team creates content for our organization as well as in partnership with our members and for our members. From blog posts to press releases to social media posts the communications manager will both create and edit content for all audiences and platforms. Unearthing and uplifting stories from throughout our organization, network, and partners will be a key focus.
- **Media Support.** The communications manager will help create media lists, archive media mentions, and pitch the media as needed.

Qualifications:

- Teamwork mindset – collaboration is the key to quality work
- Fundamental understanding of communications practices with 3-7 years on the job
- Strong writing skills with the ability to produce timely content
- Solid grasp of new media platforms with ideas about how utilize them for education and awareness
- Not afraid to pick up the phone and pitch a journalist (and has interacted with the media)
- Strong project management skills with the enthusiasm to own and push forward projects
- Experience working or volunteering at non-profits and understands the parameters of a 501(c)3
- Understands the difference between equity and equality
- Committed to ending hunger
- Willing to work weekends, early mornings, and evenings (occasionally, as needed)
- Approaches work with flexibility and joy, prone to conjuring unconventional ideas
- Skilled command of MS Office Suite (Word, Outlook, Power Point, etc.)
- Knowledge of Adobe Creative Suite (.ai .indd .psd, etc.)
- Video capture and production skills preferred
- Multi-lingual preferred

Location: Downtown Oakland; however, we are in a virtual office environment for the time being

Reports to: Director of Communications

Hours: 37.5-hour work week, with some evening and weekend work required on occasion

Compensation: \$65,000-\$75,000, depending on experience. Benefits include generous employer-paid health, dental, and vision; retirement program; life insurance; and PTO.

Duration: This position is grant funded for one year with the possibility of renewal.

To apply: Please visit the link below to fill out the web form, and attach your cover letter and resume where indicated. Documents will not be reviewed unless they are submitted in the required format. Please read the instructions carefully. Applications accepted until position is filled.

Application link: <https://fs10.formsite.com/cafb2/comms-manager/index.html>

Join us in creating a California where every person has the nourishment they need to thrive. We're a small but mighty staff of nearly 30, working in a classic old building in downtown Oakland — conveniently located near the 19th Street BART station. Both the building and the office are ADA accessible.

It is the policy of the California Association of Food Banks to fill every position without regard to race, color, religion (all aspects of religious beliefs, observance or practice, including religious dress or grooming practices), creed, gender (including gender identity and gender expression), marital status, registered domestic partner status, physical disability, mental disability, medical condition (including cancer or a record of a history of cancer), age, sex (including pregnancy, childbirth, breastfeeding, or related medical condition), national origin, ancestry, sexual orientation, genetic information, equal pay/compensation, veteran status, or any other basis made unlawful by applicable law. We are an equal opportunity employer, and strictly prohibit unlawful discrimination by any employee, including managers, supervisors, and co-workers.

The California Association of Food Banks 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.