



# Communications Manager

Sacramento Food Bank & Family Services (SFBFS), a local non-profit organization serving families and individuals in need since 1976, offers fifteen diverse programs and services at two facilities in Sacramento. A staff of 83 and several thousand volunteers accomplish SFBFS' mission of assisting families in need by alleviating their immediate pain and problems and by moving them toward self-sufficiency and financial independence. For more information, please visit [www.sacramentofoodbank.org](http://www.sacramentofoodbank.org).

## **POSITION DESCRIPTION**

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The Communications Manager works with the Communications team to support the general messaging of Sacramento Food Bank & Family Services (SFBFS). The Communications Manager, under the supervision of the VP of Communications & Marketing, manages both the internal and external communications for SFBFS, including strategic communications planning, marketing, public relations, design, Web site maintenance, social media and other duties as assigned.

The Communications Manager will:

- Contribute and oversee implementation of communication strategy through activities that promote, enhance and protect SFBFS' brand reputation, including consistent messaging
- Oversee SFBFS' varied and integrated communications products including newsletters, annual gratitude report, marketing collateral, quarterly board report and other print publications, Web sites, e-newsletters and other online communications, social media and digital marketing
- Design supporting marketing materials, internal documents and edit communication pieces
- Develop and distribute press releases about SFBFS' activities
- Act as media support contact to VP of Communications & Marketing and President/CEO
- Write 2-3 blogs per month and contribute to social media content
- Lead communications-focused staff trainings, build presentations and speak at community events
- Supervises staff of three or more
- Review and update communications-related policies and procedures, as necessary
- Other duties as assigned

## **SKILLS REQUIRED**

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- Bachelor's degree or equivalent in communications, marketing or related fields
- Extensive writing and editing experience, knowledge of print, online and social media formats
- Knowledgeable and creative with utilization of new media technologies
- Five or more years of experience in planning, writing, editing and production of newsletters, press releases, annual reports, marketing literature and other publications
- Innovative thinker with a track record of translating strategic thinking into action plans
- Ability to make decisions, anticipate future needs and respond to unanticipated events
- Energetic, flexible, positive and proactive with exceptional written, oral and presentation skills
- Ability to work harmoniously with staff members, three to five years of experience supervising two or more staff and demonstrated experience in collaborative approaches to achieving organizational success

## **POSITION DETAILS**

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Applicants must include resume, cover letter, three professional references and SFBFS' [employment application](mailto:employment@sacramentofoodbank.org) to [employment@sacramentofoodbank.org](mailto:employment@sacramentofoodbank.org) by March 22, 2017 for consideration. No phone calls please.

- Full time, non-exempt; Monday through Friday with occasional weekends and holidays
  - Health, vision, dental and retirement benefits
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