

MEALS ON WHEELS FOR WESTERN NEW YORK, INC.
POLICY AND PROCEDURE
POSITION DESCRIPTION

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POSITION TITLE: Chief Communications Officer	
JOB STATUS: Full-Time	
FLSA STATUS: Exempt	
REPORTS TO: President and CEO	

POSITION OBJECTIVE:

As Chief Communications Officer for Meals on Wheels for Western New York, you will be responsible for initiating, planning, and managing internal and external communications, marketing/advertising, branding and government affairs activities. You will plan the overall communications, branding and government affairs strategies, and promote Meals on Wheels for Western New York across various media outlets including traditional television, radio and print as well as seminar and conference speaking opportunities, press releases, direct mail, advertising and the entire online realm of websites, blogs, wikis, social networks and related portals to improve community visibility and awareness and support the organizational goal of being a top Western New York non-profit. You will oversee other organizational communications and functions/departments as deemed necessary and appropriate.

QUALIFICATIONS:

You should have a minimum of a bachelor's degree, master's degree preferred, and a minimum of seven years of experience in communications for a non-profit or corporate organization. You must bring strong, established relationships with media organizations to Meals on Wheels and should be willing to build and maintain additional relationships on behalf of Meals on Wheels. In addition, your written and oral communication and interpersonal skills, organizational and analytical skills should be exemplary. Savvy and experience in the dynamic online segment are a must. You must be an independent thinker who is able to innovate, produce and execute compelling communications programs, often on tight deadlines through your energy, creativity and relationships. You must have the ability to build, motivate and work within a team to accomplish project goals. You must be a self-starter who takes initiative and is able to work independently. You also must believe in and be committed to the goals and values of Meals on Wheels for Western New York.

PRIMARY RESPONSIBILITIES:

1. Strategize and implement a comprehensive communications plan approved by the President and CEO and in partnership with the Management Team.
2. Serve as key point of contact and fulfill associated key functions to secure local and national media. Serve as the organizational spokesperson.
3. Create, implement and oversee strategic campaigns for branding, marketing, public relations, internal communications and government affairs.
4. Regularly assess all metrics and evaluation tools, which should influence annual planning with a goal of continual incremental improvement.
5. Assist with the fulfillment of the strategic plan.
6. Formulate communications policies and procedures.
7. Serve as key point of contact and fulfill associated key functions to secure local and national media, as well as manager of evaluation and measurement of all communication efforts.
8. Strategize, plan, develop and implement federal, state and local government relations.
9. Engage, inspire and galvanize the organization around the brand vision, position and strategies and serve as the brand manager ensuring that all communications build and reinforce the brand.
10. Responsible for developing and maintaining marketing strategies to meet organizational objectives. Evaluate customer research, market conditions, and implements marketing plan changes as needed.
11. Initiate, develop, coordinate, and distribute communications materials, literature, online resources, videos, programs and press releases for both internal and external audiences.
12. Provide communications support for special events as needed.
13. Coordinate and assist in providing tours of the Community Center and Commissary as appropriate.
14. Maintain website, Facebook, Twitter, Instagram, LinkedIn and other social media.
15. Oversee Speakers' Bureau; serving as speaker at professional and community events as needed.
16. Collect, maintain and update file of organizational media source material, master media archive and directory.
17. Manage the efforts of outside agency and/or contractors as needed, as well as other internal organizational teams to ensure consistent communications within and outside of Meals on Wheels for Western New York.
18. Work with all team members to ensure communications policies are maintained throughout the organization.
19. Provide oversight to the Volunteer Relations department, including: helping to shape volunteer recruitment and retention strategies; staff training, development and supervision; participation on the Volunteer Committee; monitoring of efforts and outcomes relative to annual goals; support of the Adopt-A-Route program; assistance with annual recognition events; and hands-on assistance with recruitment and recognition efforts as needed.
20. Provide oversight to the Support Services department, including: staff training, development and supervision; ensuring daily route directions and meal reports are produced; ensuring customer service standards are met and

that the front-desk is staffed; ensuring timely and appropriate processing (e.g., of checks, of food stamps, of supply orders, etc.); ensuring that all reports, statistics and metrics are tracked as requested; and maintaining policy and procedure and audit binders.

21. Other duties as assigned or needed.

Interested applicants should send a cover letter and resume to Chris Procknal at cprocknal@mealsonwheelswny.org by Wednesday, August 8, 2018.