

Food Bank of WNY
JOB DESCRIPTION

POSITION TITLE: COMMUNICATIONS COORDINATOR
REPORTS TO: PUBLIC AND COMMUNITY RELATIONS MANAGER

SUMMARY OF DUTIES: The Communications Coordinator will be responsible for updating and maintaining the Food Bank's social media outlets and website. The Coordinator will conceptualize, design and implement all print and web communication materials for the organization. The Coordinator will develop, recruit members and oversee the organization's Speakers' Bureau. The Coordinator will work with the Communications team to plan, coordinate and implement internal and external communications, as well as employee engagement, government affairs and community relations initiatives.

RESPONSIBILITIES:

- Act as lead contact for social media, utilize social media tools for business and advertising including Facebook, Twitter and Instagram. Maintain social media calendar to plan content, manage campaigns and track deadlines.
- Maintain organization's website, perform frequent maintenance and ensure content is timely. Create new website content and design pages as needed.
- Design print communication materials for organization, including but not limited to brochures, banners, postcards, signage, logos, advertisements and event programs.
- Design online marketing materials for the organization, including but not limited to e-newsletters, website banners, e-invites and custom designs for social media.
- Assist Communications team with writing, photography and video projects.
- Proactively solicit, plan for and coordinate speaking engagements targeted at corporations, community partners and groups and develop Speakers' Bureau to facilitate these efforts.
- Develop and formalize Food Bank tour procedures and proactively solicit, plan for and coordinate tours for community members and groups.
- Assist with the planning and execution of Employee Engagement initiatives as needed.
- Assist with the growth of the Food Bank's testimonial library.
- Cultivate relationships and assist with outreach efforts to internal and external community.
- Complete special projects and other duties as assigned.

QUALIFICATIONS REQUIRED:

- Bachelor's degree and one to two years of experience in the field or in a related area or commensurate experience.
- Experience with present day social media platforms (including but not limited to Facebook, Instagram, Twitter, YouTube and LinkedIn).
- Proficient in Microsoft Office applications including Word, Excel, and PowerPoint.
- Candidate must be a creative, self-motivated individual with strong written and verbal abilities and excellent interpersonal skills.
- Must demonstrate a high level of professional and ethical behavior.
- Strong project and time management skills.
- Ability to travel as necessary to support Food Bank initiatives, including valid NYS Driver's License.
- Ability to work evenings and weekends as necessary.

QUALIFICATIONS PREFERRED:

- Proficient with Adobe Creative Suite (Photoshop, Illustrator, InDesign).
- Understanding of Internet technologies and trends, with familiarity of web and graphic design project processes.
- Prior experience in a not-for-profit organization.

The Food Bank of WNY is an affirmative action/equal opportunity employer and is committed to respecting diversity and individual differences.

Please send a copy of your cover letter and resume to Catherine Shick, Public and Community Relations Manager, at csnick@foodbankwny.org, by August 7, 2018.

Signed: _____ Date: _____