

Communications and Public Relations Manager



Date: 06/28/2024

Food Gatherers is the food bank and food rescue program serving Washtenaw County. As part of the Development Department, the Communications and Public Relations Manager (CPRM) will be an enthusiastic and effective public ambassador who will manage communications and engagement for Food Gatherers' constituencies, including staff, volunteers, donors, clients, partners and the general public. This role expands program reach, increases awareness, and helps create a welcoming and inclusive culture.

Department: Development	Primary work location: In Person
Reports To: Chief Development Officer	Schedule/Hours: M-F, 40 hours/week; some evenings and weekends required
FLSA status: Salary/Exempt	Salary Range: Starts at \$61,000/year

Essential Duties and Responsibilities

- In collaboration with the Chief Development Officer, develop, implement and evaluate an annual strategic marketing and communications plan related to programs, events, fundraising, volunteers and brand awareness to advance Food Gatherers' mission and story with internal and external audiences.
- Manage all communications and public relations projects, establishing and tracking key tasks and timelines, including social media, newsletters, special projects, events and external fundraising partnerships.
- Create, design, and edit collateral materials and online content, including program materials, appeals, newsletters, advertising, website and social media platforms (LinkedIn, Facebook, Twitter/X, Instagram).
- Serve as primary contact and agency representative for external fundraising partnerships with corporate and community supporters. Develop, implement and evaluate recognition and stewardship strategies in coordination with the Chief Development Officer.
- Ensure accuracy of all public information and brand consistency concerning Food Gatherers, including marketing materials, advertising campaigns, organizational website, and any known external sources.
- Manage communications assets, including templates for all departments and collection and maintenance of a photographic archive. Maintains accuracy and currency of all public documents.
- Assist with special events on and off site, including some evening and weekend hours.
- Comply with the Food Gatherers' policies and procedures, work rules, safety requirements, quality standards and applicable local, State, and Federal laws.
- Perform other related duties and responsibilities as needed and assigned.

Desired Qualifications

Education and Work Experience

- A Bachelor's degree in marketing, communications, public relations, or comparable field is preferred. Equivalent work experience may be substituted for academic credentials.
- Three to five years of work experience in a comparable field (for example, social media developer, non-profit communications, advertising, development) preferred
- Experience in market plan development and management
- Experience managing an engaging social media presence
- Experience with public relations and relationship-building

Preferred Skills and Abilities

- Excellent writing, interviewing, and photography skills
- Demonstrated ability in public speaking and presentation and relationship cultivation
- Strong project management and organization skills and attention to detail
- Graphic design and related software (e.g. InDesign, Photoshop, Illustrator)
- Familiarity with MS Word, MS Excel, MS PowerPoint, email, and Internet research

Preferred Behaviors

- Commitment to Food Gatherers' mission
- Possesses strong ethical character
- Works effectively in a collaborative environment
- Manages multiple priorities under aggressive deadlines
- Provides excellent customer service
- Represents Food Gatherers in a professional manner under a variety of conditions.
- Monitors communication (email, voicemail) during assigned hours and responds within an appropriate timeframe (high priority within 24 hours)

Working Conditions

The CPRM works closely with others in an office environment. Periodic evening and weekend work will be required for special events and meetings. Due to the public-facing nature of this role, the Communications and Public Relations Manager will work primarily in-person, whether at the Food Gatherers office, attending community events, or meeting with donors, prospects and other community members. Some remote work may be possible at times with supervisor approval. Applicants must have a valid Michigan Driver License and personal automobile for local travel.

Application Instructions

Interested applicants must submit a resume and cover letter addressed to Charlotte Csicsila at jobs@foodgatherers.org. Applications will be reviewed on a rolling basis, so we encourage interested applicants to apply at their earliest convenience! We will begin reviewing applications on July 15, 2024. No phone calls or walk-ins, please!

EEO statement: The above statements are intended to describe the general nature and levels of work to be performed and are not intended to be an exhaustive list of all responsibilities and duties.

Food Gatherers provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, disability, genetic information, marital status, weight, amnesty, or status as a covered veteran in accordance with applicable federal, state and local laws. Food Gatherers complies with applicable state and local laws governing non-discrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including, but not limited to, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training. Food Gatherers encourages candidates from historically marginalized backgrounds and applicants who have experienced food insecurity to apply.