



Communications and Marketing Manager

Do you...

- Describe yourself as outgoing and creative, with proven experience in Communications and Marketing?
- Possess a passion for engaging audiences and stakeholders through your storytelling?
- Love leading a small but mighty team that does awesome work?
- Long to work at a highly-recognized non-profit organization in leading social change?
- Want to work at an organization that highly values its employees, offering rich benefits, ample professional development opportunity, and great work-life balance?

If you have answered “YES” to these questions, then we urge to you apply to be our next Communications and Marketing Manager!

Alameda County Community Food Bank has achieved notable success in recent years – ranging from being voted 2016 Food Bank of the Year by the nation’s network of food banks, to being named “Best Nonprofit” in notable local magazines, to achieving some very audacious program goals. We’re a dedicated group of mission-driven people, including a Communications and Marketing team who loves nothing more than developing creative and effective ways of storytelling and educating the community in a way that gets people engaged in our mission.

As a member of the Food Bank’s Development department, the **Communications and Marketing Manager** is responsible for leading two high-performing Communications and Marketing team members, and for managing content creation and implementing annual, quarterly and seasonal integrated marketing campaigns. Though priority focus is on the Food Bank’s development and cultivation efforts (e.g., fundraising), this position manages the execution of projects that support all departments and the organization as a whole. Reporting to the Director of Community Engagement and Marketing, this position supports core communications functions including media relations, internal communications, and partner relations in addition to marketing-related activities.

The ideal candidate is tremendously organized with impeccable project management skills. They love being an effective team leader. They have a proven ability to distill complex issues into clear, concise, and compelling content for diverse audiences. S/he is experienced in all content mediums – from social media to digital marketing to direct response, and s/he can communicate with whimsy, emotion and persuasiveness.

Alameda County Community Food Bank is a well-established and multi-faceted organization, which has been at the forefront of hunger relief efforts for 35 years. As one of the most efficient, direct-impact organizations in the country, few nonprofits are as well-respected – or have a bigger impact on the community – than us. We serve 1 in 5 county residents and will provide enough food for 30 million meals this year. But that barely scratches the surface of all our work. We’re forward thinkers who encourage innovation in our work. We’re changing lives ... we’re proud of our work ... and we’re having fun doing it!

KNOWLEDGE SKILLS AND ABILITIES

Required Competencies

- Minimum 5-7 years of integrated marketing experience with demonstrated success enhancing organization awareness and/or increasing revenue.
- Previous management experience and demonstrated ability to lead and motivate staff in achieving goals.
- Highly organized and skilled project manager with exceptional attention to detail and the ability to prioritize and handle multiple assignments in a deadline-driven atmosphere.

- Diverse, high-visibility content creation experience; highly imaginative with exceptional creative writing skills.
- Strong online and digital marketing experience.
- Experience and/or interest in core creative, layout or design.
- Experience managing budgets and vendor relationships.
- Superb oral communications skills; strong presentation skills and experience with public speaking.
- Ability to work independently, as part of a team and collaboratively across departments. Strong interpersonal and diplomacy skills, and ability to relate to people of diverse backgrounds/circumstances.
- Strong computer skills with working knowledge of publishing software, database and email marketing programs, WordPress and social media.
- Ability to occasionally attend work functions outside of normal work hours, on weekends and evenings, as needed.
- Valid California driver's license, insurable driving record, access to reliable transportation for spontaneous off-site interviews and other local travel.

Preferred Qualifications

- A dedicated interest or experience in fundraising.
- Experience in progressive issues and/or high level nonprofit organization preferred.
- Prior experience serving as an organizational spokesperson preferred.

PERSONAL ATTRIBUTES AND VALUES

- Passion, enthusiasm, focus, and creativity around Alameda County Community Food Bank's vision, mission and values of community, leadership, transparency, innovation and diversity.
- Ability to empathize with our clients in a compassionate and respectful manner.
- Impeccable integrity and honesty.
- Strong work ethic with an orientation towards constant innovation and process improvement.
- Innovative self-starter and problem solver with a bias towards action.

PHYSICAL REQUIREMENTS

This work is located in an office and a warehouse environment. Regular local travel required to attend/report on food bank programs and to assist with events. The following physical activities are necessary in the performance of this job: Talking, hearing, writing, reasoning, interpreting and prioritizing. Ability to move throughout the Food Bank building. Ability to use a computer. Good interpersonal communication.

BENEFITS AND COMPENSATION

This is a full-time, exempt position working 37.5 hours per week. The non-negotiable starting salary is \$81,998 per year. We offer an outstanding benefit package including:

- Medical: 100% for employees and 93% for dependents for Kaiser HMO. Buy-up options to Blue Shield HMO and PPO plans are available.
- Dental: 100% for employees and their dependents.
- Vision: Optional
- Flexible Spending Accounts: Optional
- Commuter Benefit Account: Optional
- Employer-paid life, A&DD & LTD insurance, as well as buy-up options for increased coverage.
- 403(b) plan available on the first day with employer match after 1 year of service
- Employee Assistance Program: 100% coverage for employee and dependents
- Generous vacation, sick and holiday leave accruals

If you meet these qualifications and want to join our mission, please submit your resume and answer the application questions on our careers page located at <https://www.accfb.org/careers/>

Alameda County Community Food Bank honors our differences and is committed to creating a workplace that celebrates and reflects the diversity of our Community. Applicants who contribute to this diversity are strongly encouraged to apply. ACCFB provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics. In addition to federal law requirements, ACCFB complies with applicable state and local laws governing nondiscrimination in employment in every location in which the ACCFB has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.

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