



## Position Description

**Job Title:** Communications Coordinator

**Classification:** Full-time regular, non-exempt

**Department:** Communications

**Reporting Authorities:** Communications Manager

**Work Location:** Family Services Campus

**Schedule:** 9 a.m. – 5 p.m., Monday through Friday

**Eligible for Fringe Benefits:** Yes

**Job Summary:** The Communications Coordinator will use their specialized talents and critical analysis to help promote Sacramento Food Bank & Family Services (SFBFS). The Communications Coordinator, under the supervision of the Communications Manager, assists with both the internal and external branding and communications for SFBFS, including marketing, social media, art direction, copywriting, Web site maintenance and advocacy. This position will be communicating through multiple mediums including photography, videography and digital media.

### Essential Duties and Responsibilities

*Duties include the following (other duties may be assigned):*

- Implement SFBFS' communication strategy through activities that promote, enhance and protect SFBFS' brand reputation, including consistent messaging
- Daily maintenance of SFBFS' Web sites and social media channels
- Assist in proofing and editing SFBFS' communications materials including marketing collateral, program flyers, electronic materials and other print publications
- Compile and distribute SFBFS' weekly internal memo
- Develop messages that elevate SFBFS' brand and public policy priorities
- Promote SFBFS through organic and paid tactics to increase brand awareness, drive web traffic and expand online constituency (including e-mail subscribers and donors) with regards to advocacy
- Raise SFBFS' profile through new communications vehicles and consistent messaging that uplifts SFBFS' unique organizational voice and expertise in the field of hunger relief
- Create attention-grabbing and on-brand content and materials for advocacy and communications campaigns
- Create online content (including video and social media) that engages different audiences to lead to measurable action and engagement
- Monitor, evaluate and report regularly on performance of social media accounts and their impact on organization and team-wide goals

- Recognize internal and external communication and branding opportunities and execute appropriate strategies to support them, including trainings and outreach events
- Work with the Communications and Development teams to support events and fundraisers, including off-site events, as needed
- Ability to meet regular attendance/tardiness policy
- Work off-site during fundraising events and community resource events
- Occasional nights, weekends and holidays as required
- Other duties as assigned

**Qualifications:**

- **Mandatory**
  - High School diploma or equivalent
  - 2+ years of relevant professional experience in design, communications, marketing, or related fields
  - Knowledgeable and creative with utilization of new media technologies
  - Experience creating cohesive messaging that reflect an organization’s overall brand identity, cultures and goals
  - Strong written communication skills for various campaigns, platforms and audiences, with the ability to synthesize information quickly and communicate complex topics to various audiences
  - Experience writing digital marketing pieces, publications, blog posts, press releases, etc.
  - Experience creating visually appealing graphics, flyers, memes, etc. and filming/editing videos
  - Experience with measuring and reporting on social media engagement
  - Knowledge of news and digital trends and tactics, with the ability to mobilize audience participation and engagement
  - Advanced principles of phone and e-mail etiquette
  - Ability to work harmoniously with staff members and work independently with very little supervision
  - Valid Driver’s License and insurable under company liability insurance
  - Professional demeanor, flexible and able to respond to multiple demands
  - Must be able to pass fingerprint and background screenings
  - Passion for SFBFS' mission
- **Preferred**
  - Prior experience in advocacy related to food insecurities
  - Knowledge of Web site development platforms, WordPress and Squarespace
  - Experience with Adobe Illustrator, Photoshop and InDesign
  - Some college coursework desired
  - Prior experience working in social services

**Working Conditions**

- **Physical Demands**
  - Ability to communicate orally with management, coworkers, clients and volunteers
  - Regular use of the telephone and e-mail for communication is essential

- Hearing and vision within normal ranges is helpful for normal conversations to receive ordinary information and to prepare or inspect documents
- No heavy lifting is expected. Exertion of up to 25 lbs. of force occasionally may be required
- Good manual dexterity for the use of common office equipment such as computer terminals, calculator, copiers and fax machines
- Activities include extended periods of sitting; bending at the waist; and reach overhead, above the shoulders and horizontally to retrieve and store files
- Extensive work with computers and communication devices
- Environment
  - Work is normally performed in a typical interior/office work environment (Admin. offices)
  - The noise level in the work environment is typical of most office environment/settings
  - Occasional off-site work during special events

**Supervisory Responsibility:**

- None

**Employee:**

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Communications Coordinator  
(Employee Name)

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Signature

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Date

**Supervisor:**

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Mark De Anda  
Communications Manager

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Date

**Approved:**

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Melanie Flood  
Director of Development & Communications

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Date

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Jeremiah Rhine  
Senior VP of Business Operations & Finance

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Date