



## **POSITION AVAILABLE**

### **Director of Communications**

#### **Organization Overview**

The California Association of Food Banks (CAFB) is a membership organization of 41 member food banks from every part of the state with a mission to end hunger in California and a commitment to providing cutting-edge leadership in the anti-hunger community. To accomplish this mission, CAFB focuses on increasing the visibility of hunger and its solutions, assisting Californians in accessing food assistance programs, distributing 170 million pounds of fresh produce through our Farm to Family program, and influencing public policy at the state and federal level. Join our team of dedicated nonprofit professionals who work to provide anti-hunger initiatives that impact more than 5 million people each year. For more information, please visit our website at [www.cafoodbanks.org](http://www.cafoodbanks.org).

#### **Position Summary**

Reporting to the Executive Director, the Director of Communications supervises the Director of Corporate & Foundation Relations in a department of three. They ensure that CAFB has the marketing and communications strategies, workflows, and systems in place to effectively advance the organization's anti-hunger programs and advocacy work while raising the funding necessary to continue to increase CAFB's impact in this space. They will lead network-wide advocacy communications initiatives by creating and promoting materials and resources like digital content and strategic messaging. Major initiatives include administering The California Endowment's Fight Fund grant to increase CAFB's food banks' advocacy communications capacity and ability to create a grassroots network of anti-hunger advocates to safeguard the Supplemental Nutrition Assistance Program (formerly known as food stamps) and a storytelling project called Voices of SNAP that locates clients and stakeholders to provide testimonials about the importance of the Supplemental Nutrition Assistance Program.

#### **Key Responsibilities**

##### *Communications*

- Design and execute on short- and long-term strategic communications strategies that can be promoted with CAFB's food bank network, with input from key internal and external stakeholders
- Oversee the development of consistent messaging across the organization to promote CAFB's mission, vision and values
- Design and produce monthly internal and external communications, such as fact sheets, digital content, short videos, marketing materials and the annual report with a particular eye for CAFB's

specific audience of food bankers, elected officials, anti-hunger advocates, funders and donors, and agriculture partners

- Establish communications standards and systems including branding and style guides, social media content policies, and inter-departmental workflows
- Develop and monitor key performance indicators to track progress toward goals for the communications function
- Train internal and member stakeholders around communications best practices and systems
- Work in partnership with other internal stakeholders such as the Member Services Director and Program Managers to develop key marketing pieces that will further CAFB's work across all departments
- Play a significant role in planning and marketing CAFB's semi-annual conference
- Generate media interest and positive coverage of the organization, maintaining regular contact with media and responding appropriately to response to media requests
- Develop and manage a communications and marketing budget to maximize resources and work in partnership with finance staff members to track and report out on these resources

#### *Development*

- Develop and manage a communications and marketing budget to maximize resources and work in partnership with finance staff members to track and report out on these resources
- Develop and implement annual fundraising strategy directed toward small number of individual donors, major donors, cause-related marketing opportunities, and foundation and corporate supporters, including overseeing the development department, its staff, budget, and systems
- Design and run a sponsorship program for CAFB's bi-annual conference
- Lead all cause marketing efforts, through identifying and responding to opportunities and building relevant marketing partnerships
- Review and collaborate on grant proposals and other writing projects as needed
- Work in partnership with finance and accounting teams to develop and track the development budget as well as to fully integrate development data into CAFB's overall financial systems
- Manage effective reporting and communication with the Board of Directors, particularly with the Finance Committee

#### *Qualifications*

- Proven ability to direct department activities; lead by example; formulate and execute network-wide goals and objectives, and assess and communicate achievements
- Demonstrated ability as a strategic thinker able to create, communicate, and lead effective strategy-driven initiatives
- Experience with Adobe Creative Design Cloud, particularly InDesign, Illustrator, and Premiere Pro
- Effective oral and written communication skills, and ability to represent CAFB to the board, elected officials, members of the media, and member food banks
- Fluency in Spanish, Cantonese, or another language preferred
- Experience working with diverse and sensitive populations desired
- Valid California driver's license

**Compensation:** Competitive salary, DOE. Benefits include employer-paid health, dental and vision, retirement program, life insurance, and PTO.

**Location:** Downtown Oakland, close to public transportation

**To apply:** Please visit <https://fs10.formsite.com/cafb2/form41/index.html>, fill out the web form and attach your cover letter and resume where indicated. **\*\*Please note\*\*** Documents will not be reviewed unless they are submitted in the required format. Please read the instructions carefully. Applications accepted until position is filled.