



Communications Coordinator

Sacramento Food Bank & Family Services (SFBFS) welcomes people of all backgrounds and circumstances, providing a judgement-free zone for individuals and families throughout Sacramento County. A staff of more than 80 and several thousand volunteers take our mission of fighting food insecurity one step further by offering education and support for families wanting to shape their best tomorrow. More information is available at www.sacramentofoodbank.org.

POSITION DESCRIPTION

The Communications Coordinator will use their specialized talents to increase awareness of Sacramento Food Bank & Family Services (SFBFS) with the general public and target audiences. The Communications Coordinator will work under the supervision of the Director of Communications and collaborate with all departments across the organization to fulfill strategic goals. He/She will work to gather, develop and maintain content; increase social media engagement, email marketing metrics and website traffic; and strengthen SFBFS' brand identity and overall reputation.

The Communications Coordinator will (including but not limited to):

- Implement SFBFS' communication strategy through activities that promote, enhance and protect SFBFS' brand reputation
- Under the direction of the Director of Communications, execute on the social media strategic plan and provide oversight to grow SFBFS' presence on all social media platforms
- Coordinate, build, edit and distribute email campaigns, including internal newsletters, fundraising campaigns, volunteer opportunities, advocacy efforts and event promotions
- Produce, source and oversee attention-grabbing and on-brand content, including copy, photography, infographics and video for website, social media, email communications and marketing collateral
- Oversee the adherence to branding guidelines both internally and externally, including visual identity, messaging and core values to ensure consistency across all channels
- Coordinate and conduct client, partner, supporter and employee interviews
- Other duties as assigned

SKILLS AND EXPERIENCE REQUIRED

- High School diploma or equivalent
- 2+ years of relevant professional experience in marketing, communications or related fields
- Demonstrated experience with social media platforms
- Experience with videography, photography and copywriting for online channels
- Experience creating cohesive messaging and content that reflect an organization's overall brand identity, cultures and goals
- Strong written communication skills for various campaigns, platforms and audiences

POSITION DETAILS

- Full-time, non-exempt position; Monday - Friday; occasional weekends and holidays as needed
- SFBFS' Family Services campus location, with occasional travel to Food Bank Services campus and community supporters throughout Sacramento County
- Comprehensive benefits including medical/dental/vision/life/AD&D/LTD/retirement and more

Applicants must submit resume, cover letter, [SFBFS' employment application](#) (found here: www.sacramentofoodbank.org/employment) which should include three professional references to employment@sacramentofoodbank.org for consideration. **No phone calls please.**