



External Affairs Manager

The California Association of Food Banks believes that food is more than just nourishment. Food is medicine, it is fuel for learning, it is a teacher of cultures, a convener of communities, and most of all, food is a fundamental right. And right now, 10 million Californians don't know how or when they will next eat. Our purpose is to change that.

We are proud to amplify the voices of food banks and of hungry Californians in our statehouse and country's Capitol, in the offices of foundations and corporations, on farms and in fields, and everywhere in between. We help drive public policies that enhance the safety net. We ensure that fresh produce and healthy proteins are accessible to all Californians. We connect hungry residents with nutrition programs. And of course, we support our 41 member food banks in their work to feed communities throughout our state.

Strategic and timely communication is core to the work of the California Association of Food Banks. As a statewide anti-hunger organization, we bring awareness to the pervasiveness of food insecurity throughout our state, educate about nutrition programs, activate around the policies impacting the nutrition safety net, and elevate the essential role food banks play in our society. As a membership organization, we make sure that food banks have the tools and resources they need to do what they do best: feed our communities.

Position Description:

Reporting to the Director of Communications & Membership, as the External Affairs Manager you will be responsible for building and maintaining relationships with media, donors, and partner organizations by responding to requests for information and press events, writing press releases and other media communications, maintaining an active social media presence, and planning/implementing development-focused communications. You will work closely with all members of our staff, as well as staff from our member food banks.

Your Responsibilities:

- **Public Communications.** Design and execute a robust calendar public education, awareness, and brand building strategies. Work in collaboration with the Communications Manager to create compelling content for this audience and utilize tools such as email blasts, social media, traditional media, website, events, etc.
- **Donor Communications.** Design and execute communications strategies to engage donors and keep them abreast of the organizations impact and current priorities, including a robust calendar of email blasts, event invitations, and social media touchpoints. In partnership with the Development Director, ensure proper public recognition of donors and support cause marketing efforts.
- **Media Relations.** In collaboration with the Communications & Membership Director, manage press inquiries, monitor and identify media opportunities to grow awareness of hunger, food banks, and CAFB, help to prepare organizations spokespeople for interviews, including by

conducting reporter and outlet background research, conducting interview preparation sessions, and outreaching to member food banks as needed. Create and maintain media lists, archive media mentions, and proactively pitch the media on topical stories and events. Write and execute press releases, op-eds, and LTEs seeking high-level placements in print, broadcast, and online media.

- **Organizational Communications.** Support the creation of an annual communications calendar that combines public and donor communications with organizational priorities, while weaving in the needs of various coalitions CAFB participates in. Maintain and enforce branding and messaging standards. Work to support media needs and programmatic strategies of the CalFresh outreach team, public policy team, farm to family team, development team, and finance team.
- **Collateral Collection.** Assist with the collection and upkeep of data, photos, and testimonials for use across the organization. Unearthing and uplifting stories from throughout our organization, network, and partners will be a key focus.
- **Asset Maintenance.** Work across teams to ensure that our website and all social media channels reflect current priorities and up-to-date information and imagery.
- **Events & Campaigns.** Support CAFB's biannual statewide conference, annual Member Meeting, Days of Action, and campaigns — with strategy, planning, media coverage, and execution.
- **Collaboration.** Work as a tight knit team with the Director of Communications & Membership, Communications Manager, and Member Engagement Manager, supporting team projects and priorities and fill in as needed.

You Have:

- A firm belief in the value of diversity, equity, and inclusion in the workplace — and understands the difference between equity and equality
- A teamwork mindset – collaboration is the key to quality work
- A fundamental understanding of media and PR practices with 3-7 years on the job
- Strong writing skills with the ability to produce timely content, knows how to adjust content to audience
- A solid grasp of new media platforms with strategies about how utilize them for education and awareness
- An ability to set and meet goals
- Understanding of how to use analytics to inform strategies and improve performance
- Adept at picking up the phone and pitching a journalist (and have contacts in the media)
- Strong project management skills with the enthusiasm to own and push forward projects
- Experience working or volunteering at nonprofits and understand the parameters of a 501(c)3
- Commitment to ending hunger — and the acknowledgment of its root causes, including structural racism

- A willingness to (occasionally, as needed) work weekends, early mornings, and evenings
- The tendency to approach work with flexibility and enthusiasm, prone to conjuring unconventional ideas
- Skilled command of MS Office Suite, Cision, Meltwater, Mailchimp, WordPress
- Preferably a command of two or more languages

Location: Downtown Oakland; however, we work in a hybrid environment (at least 2 day/week required in-office)

Reports to: Director of Communications & Membership

Hours: 37.5-hour work week, with some evening and weekend work required on occasion

Compensation: \$70,000-\$78,000, depending on experience. Benefits include generous employer-paid health, dental, and vision; retirement program; life insurance; and PTO.

To apply: Please visit the link below to fill out the web form, and attach your cover letter and resume where indicated. Documents will not be reviewed unless they are submitted in the required format. Please read the instructions carefully. Applications accepted until position is filled.

Application link: <https://fs10.formsite.com/cafb2/yogl9wsedj/index.html>

Join us in creating a California where every person has the nourishment they need to thrive. We're a small but mighty staff of nearly 30, working (when not remotely) in a classic old building in downtown Oakland — conveniently located near the 19th Street BART station. Both the building and the office are ADA accessible.

It is the policy and commitment of the California Association of Food Banks to fill every position without regard to race, color, religion (all aspects of religious beliefs, observance or practice, including religious dress or grooming practices), creed, gender (including gender identity and gender expression), marital status, registered domestic partner status, physical disability, mental disability, medical condition (including cancer or a record of a history of cancer), age, sex (including pregnancy, childbirth, breastfeeding, or related medical condition), national origin, ancestry, sexual orientation, genetic information, equal pay/compensation, veteran status, or any other basis made unlawful by applicable law. We are an equal opportunity employer, and strictly prohibit unlawful discrimination by any employee, including managers, supervisors, and co-workers.

The California Association of Food Banks is committed to recognizing and valuing diversity — in every aspect. Our goal is to attract, develop, retain, and promote a talented and diverse workforce in a culture where all employees feel that they can reach their fullest potential.