



Marketing and Communications Manager

“Creative” ... “Storyteller” ... “Team Leader” ... “Mission-driven” ... “A bit nerdy” ... “An insatiable appetite for creating awesome content that inspires community support and engagement.”

You know the type...because you are the type. That is: The type of marketing professional driven by your craft and eager to go an extra mile or two to make the world a better place. Someone who relishes leading a team in fun and impactful work. Someone, that is, who would be a great candidate to become Alameda County Community Food Bank’s next Marketing & Communications Manager (“MCM”).

Alameda County Community Food Bank plays an outsized and enormously visible role in a community in which 1 in 4 residents experiences food insecurity. As such, the Marketing & Communications Manager plays a critical role in fueling our operations and engaging community in all aspects of our work. As a member of the Food Bank’s Development and Community Engagement departments, the Marketing & Communications Manager manages a team with three direct reports (writer/content creator, designer, digital specialist), overseeing content creation and the implementation of ACCFB’s annual marketing and communications strategies to build awareness and generate external support and engagement—namely fundraising, volunteer support, and grassroots advocacy engagement.

A candidate who will be successful in this position...

- ... is a seasoned team leader and people manager with a proven track record leading high functioning teams to carry out an organizational mission.
- ... has a strong marketing and communications background, and has successfully created and implanted large-scale integrated marketing plans and content. They have an innate understanding of the most effective ways to inspire engagement.
- ... is enthusiastic about nonprofits and fundraising, and comfortable with all aspects of a nonprofit business model.
- ... is a consummate “team player” whose North Star is organizational success and progress toward a mission.

The ideal candidate is also tremendously organized and able to simultaneously manage multiple projects with near-and long-term deadlines. They love being a team leader and can comfortably grasp the intricacies of delegation and prioritization. They have a proven ability to distill complex issues into clear, concise, compelling, and persuasive content designed to engage audiences. Most importantly, they know how to have fun with the work, even while it’s serious.

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 — as us. We are a dedicated group of mission-driven people who serve 1 in 4 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 changing lives ... we’re forward thinkers who encourage innovation ... we’re proud of our work ... and we’re having fun doing it!

With our new strategic plan, we are setting a bold trajectory for the long-term work required to dismantle the systems that perpetuate poverty, including racism. Our staff regularly engage in conversations about race, class, power, and privilege as part of our organizational commitment to equity, diversity and inclusion. Please learn more about our efforts at www.accfb.org.

KNOWLEDGE, SKILLS AND ABILITIES

- At least 5 years of integrated marketing experience with demonstrated success enhancing organization awareness, generating revenue, and inspiring engagement. Interest in and enthusiasm for fundraising is integral.

- At least 2 years' of direct supervisory experience, with a demonstrated ability to lead and motivate staff in achieving ambitious and high-level goals. Experience managing a team with multiple direct reports is preferred.
- Highly organized and skilled project manager with exceptional attention to detail and the ability to effectively delegate, prioritize, and handle multiple assignments in a deadline-driven atmosphere.
- Diverse, high-visibility content creation experience; highly imaginative with exceptional creative writing skills with the intent to engage and inspire support.
- Experience with media relations or a strong willingness to learn; ability to manage day-to-day media relations activities.
- Ability to effectively self-manage time and project prioritization while working both independently and collaboratively as part of a team and across departments.
- Strong digital marketing experience.
- Experience managing budgets and vendor relationships.
- Superb communications, presentation, and public speaking skills.
- Strong collaboration, interpersonal and diplomacy skills, and ability to relate to people of diverse backgrounds/circumstances.
- Basic working knowledge of publishing software, database, website CMS, social media, and email marketing programs.
- Experience in high level nonprofit organization with knowledge and understanding of- and comfort with nonprofit business models is preferred.
- Prior experience serving as an organizational spokesperson is preferred.
- Ability to occasionally attend work functions outside of normal work hours, on weekends and evenings, as needed.
- Valid California driver's license with insurable driving record; access to reliable vehicle and ability to spontaneously attend off-site interviews.

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.
- Organizationally-minded; effective and experienced consensus builder; ability to support group processes and decision making; understands how to effectively seek and provide feedback, and balance individual and organizational needs.
- Ability to interact effectively and respectfully with individuals of diverse backgrounds, experiences and personalities; adept at tailoring communication style for a wide range of audiences and technical abilities.
- A proactive and creative problem solver who drives for results and has the ability to overcome project setbacks. Sees opportunity in challenges.
- Reputable with all Food Bank stakeholders, including but not limited to: staff, clients, agency partners, corporate funders, volunteers, donors, government partners, and board members.
- Understanding and comfort with all areas of resource development.
- A visionary team leader that expects and ensures high-quality output; proven ability to motivate, inspire and encourage creative and out-of-the box thinking.
- Demonstrates humility, integrity and honesty; handles confidential information with discretion; inspires the trust of others.
- Highly motivated self-starter and a quick learner; strong work ethic with an orientation toward innovation and process improvement.
- Demonstrates respect for cultural differences and sensitivity to organizational power dynamics.
- Exhibits grace and is able to remain calm in high-pressure situations.

PHYSICAL REQUIREMENTS

This work is located in an office and a warehouse environment. Occasional local travel involved to visit food bank programs and assist with events. The following physical activities are necessary in the performance of this job: Talking, hearing, writing, ability to sit at a computer workstation for prolonged periods, conduct tours throughout the 118,000 sq ft. Food Bank facility, and bend, lift and carry up to 15 lbs. on occasion.

BENEFITS AND COMPENSATION

This is a full-time, exempt position working 37.5 hours per week. This role is able to work a partial-remote schedule, but requires a minimum of 2 days per week on-site at our 7900 Edgewater Drive facility in Oakland. Additional days onsite may be required during the orientation/introductory period—as well as occasional community work and events. The non-negotiable starting salary is \$108,400 per year. We offer an outstanding benefit package including:

- Medical: ACCFB pays 100% for employees and 93% for dependents for our Kaiser HMO. Buy-up options to Blue Shield HMO or PPO plans are available.
- Dental: 100% employer-paid for employees and their dependents.
- Vision: Paid by employees.
- Paid time off starting at: 10 vacation days, 12 sick days, 11 holidays, and four paid early closures annually.
- Pre-tax Flexible Spending and Commuter Accounts.
- Employer-paid life, AD&D & LTD insurance, as well as buy-up options for increased coverage.
- 403(b) plan available on the first day with employer match after one year. Fully vested at three years.
- Employee Assistance Program for employees and dependents.
- Free ongoing 1:1 financial coaching and access to an interest, service fee and credit requirement-free short-term loan program after six-months on staff.

If you meet these qualifications and want to join our mission, please send your *resume*, and answer the application questions through our Careers page located at 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.

Posted: 10/9/2023