



Vice President of External Relations

Join us in creating a California where every person has the nourishment they need to thrive. California Association of Food Banks (CAFB) leads the collective effort to end hunger by influencing public policy to enhance the state safety net, ensuring that fresh produce and healthy proteins are accessible to all Californians, connecting hungry residents with nutrition programs, and supporting our 41 member food banks in their work to feed our communities.

The Vice President of External Relations plays a pivotal role in driving success by developing integrated communications strategies, supporting marketing and development efforts, member experience and enhancing the organization's reputation as California's leading anti-hunger advocate. Reporting directly to the CEO, the Vice President manages a team of 4-5 while supporting contractors, fostering a positive organizational culture and providing mentorship and professional development to staff.

Responsibilities

Strategic Leadership and Direction

- Provide visionary leadership, driving the organization's mission with clear, inspiring communication.
- Collaborate with the CEO, leadership team, Board of Directors, and member food banks to create events and campaigns supporting the statewide network.
- Stay informed on key issues like food security, poverty, food waste, agricultural policy, and social justice to improve program impact and member support.
- Contribute to the Leadership Team in achieving strategic goals and managing overall operations.

Brand and Communications Strategy

- Oversee brand strategy, emphasizing program impact and the role of food banks in California's social safety net.
- Build and strengthen the organization's presence and media relationships across platforms.
- Refine core messaging to ensure consistency in internal and external communications.
- Secure speaking opportunities for leadership to raise awareness on food security and advocate for food bank needs.

Development

- Diversify revenue streams to ensure long-term financial stability, while supporting fundraising efforts.
- Implement corporate cause marketing initiatives to benefit the organization and member food banks.
- Oversee institutional development, building partnerships and ensuring compliance with reporting requirements.
- Expand the organization's impact and funding by cultivating relationships with like-minded organizations and advocates.

Member Experience

- Enhance member services and engagement through webinars, discussion groups, and newsletters.
- Support the creation of advocacy toolkits and research studies to drive messaging and initiatives.
- Lead strategic planning and execution for the Food ACCESS Conference, managing fundraising, operations, and logistics.
- Optimize CRM systems to streamline communication and ensure efficiency in member and stakeholder interactions.

External Relations & Partnerships

- Cultivate strategic partnerships across sectors to advance the mission and advocacy efforts.
- Represent the organization in committees, task forces, public engagements, and media interactions.

Leadership, Team Development & Department Oversight

- Supervise and mentor team members, fostering skill development and a high-performance culture aligned with core values.
- Set clear goals, track progress against objectives, and implement annual growth plans for continuous improvement.
- Manage the department's budget, ensuring fiscal responsibility and supporting organizational impact.

Qualifications

- Master's degree in Business, Public Administration, or Communications, with at least 8 years of experience in marketing, public relations, sales, and/or development preferred.
- 10+ years of leadership experience in marketing, public relations, sales, and development.
- Experience collaborating with executive leadership and/or boards of directors required.
- Preferred experience in association management, brand management, food banking, cause marketing, or development.
- Strong network with philanthropic institutions, food sector organizations (e.g., grocery, food marketing/sales), or consumer goods companies.
- Influential representative in media, philanthropic events, and other public platforms.
- Dedication to ending hunger, with preference given to candidates with lived experience related to services or programs aligned with our mission.
- Proven ability to analyze complex data and external factors to design and implement strategic communications, sales, marketing, and development initiatives.
- Experience overseeing content creation and media strategy across paid, earned, and social channels.
- Demonstrated success in leading high-performing teams while fostering a supportive and diverse environment.
- Proven ability to navigate relationships diplomatically while managing networks of high-profile organizations and individuals.

- Expertise in program planning, budgeting, administrative oversight, and resource stewardship.
- Strong interpersonal abilities and a proven track record of working collaboratively and effectively with individuals and organizations from diverse backgrounds and viewpoints.
- Proficient with office technologies such as Salesforce (or other CRM systems), Microsoft 365, digital communication tools, and social media platforms.

Compensation & Benefits

This role offers a competitive salary, commensurate with experience, in the range of \$150,000 to \$180,000, and is eligible for the organization's Employee Health and Benefits Plan.

How to Apply

For immediate consideration, please submit your resume and cover letter, sharing more about your experience and interest in this role, via <https://scionstaffing.com/job/12877/>.

About CAFB

California Association of Food Banks is the largest anti-hunger organization in the state and a trusted partner to our 41 member food banks, 6,000 community-based organizations, and hundreds of agricultural partners. Together, we source and deliver fresh food, educate communities, and advocate for policies and programs to ensure that every Californian has access to healthy, nutritious food. With one in five Californians facing food insecurity, our network provides food to more than six million people each month.

Our goal is to attract, develop, retain, and promote a talented and diverse workforce in a culture where all employees will contribute to their fullest potential. We comply with all applicable federal, state, and local laws in our recruiting and hiring practices. We are an equal opportunity employer and strictly prohibit unlawful discrimination by any employee, including managers, supervisors, and coworkers.