

THE ORGANIZATION

Feeding Westchester is looking for people with the passion, courage, and creativity to create meaningful change in the lives of others. As Westchester County's leading hunger relief organization, we distributed more than 22 million pounds of food – 18.4 million meals – through our nearly 300 community partners and programs across the county in 2020.

As COVID-19 brought the world to a standstill, Feeding Westchester never closed. Instead, the team mobilized and responded to the unprecedented need for food – and we continue to provide meals, and hope, for children, families and seniors in need, as we have done for more than 30 years.

We're looking for talented people to join our mission to nourish our neighbors in the fight against hunger. What are you looking for?

THE OPPORTUNITY

Feeding Westchester has an exciting opportunity for a highly-organized, mission-driven, and burgeoning Associate, Marketing & Communications. Reporting to the Director, Marketing & Communications, the Associate will play a critical role in building and supporting Feeding Westchester's multi-channel marketing and communications efforts to: build awareness of our mission, services, needs and successes; and communicate the ongoing need for support of our efforts as the leading hunger-relief organization in Westchester County. We are looking for someone with a strong foundation in marketing and project management, who is eager to learn, grow, and be hands-on, and is passionate about doing great work for a great cause!

ESSENTIAL FUNCTIONS & RESPONSIBILITIES:

- Support all aspects of marketing and communications efforts, helping plan, develop, execute, and track multi-channel campaigns, requests and projects.
- Demonstrable interest in public relations, writing, story-telling, and social media is strongly desired.
- Work closely with the Manager, Digital Marketing & Communications to ensure accuracy and on-time delivery of campaigns, projects, and tasks – maintaining and updating marketing calendars.
- Serve as a brand ambassador for Feeding Westchester, attending local food distributions and partner locations, regularly interacting with the community and partners to take photos and gather stories to capture the need and help illustrate available resources for use in internal and external marketing materials.
- Monitor other nonprofit social channels for content ideas, summarizing and sharing with the team, and making recommendations for different content types and approaches.
- Create supporting materials for various marketing and communications needs, including flyers, website visuals, and social graphics, using Adobe Creative Suite and/or other design platforms including Canva.
- Coordinate schedules and plans with internal stakeholders and external vendors, partners, and media for video, public relations, and interview purposes.
- Serve as a point of contact for the Marketing & Communications department, ensuring schedule coordination between internal and external stakeholders, and communication of updates and deadlines, with public relations agency, freelance video/photo, and media outlets.
- Provide well-organized written outlines of media opportunities, talking points, and information relevant to internal or external needs.
- Be a part of the creative process, coming up with ideas for compelling content, helping craft the narrative and bring it to reality – no matter the medium.
- Approach all projects and tasks as a learning opportunity, where ideas are valued, and we all share in our successes and learn from our mistakes.
- Assists the Director, Marketing & Communications in various support areas as needed, including administrative and coordination tasks.

POSITION REQUIREMENTS

Required Knowledge/Skills

- Excellent writing, communication, and interpersonal skills.
- Extremely organized, adept at planning and follow up with internal and external stakeholders.
- Highly accountable and comfortable being proactive about asking questions and communicating updates or challenges.
- Experience working in various marketing technology platforms, including project management tools (Asana, Wrike), email service providers (ESPs), customer relationship management tools (CRMs), graphic design programs (Adobe Creative Suite, Canva), and others is beneficial.
- The ability to prioritize, or ask for clarification of priorities, and perform tasks individually or as part of a team.
- Enjoys working hard and getting the job done, and having some laughs along the way.
- Must have valid driver's license and use of a vehicle to travel for Feeding Westchester.

Required Education/Experience

- 2 - 3 years of marketing and communications, project management, or related experience.
- Bachelor's degree or equivalent combination of education and experience.
- Demonstrated ability to building relationships with internal and external stakeholders.

Physical Requirements

- Ability to lift, carry, and set up a variety of promotional materials including electronics, materials in boxes, and table top screens (weighing up to 50 pounds).
- Ability to pack, unpack and put away various materials.
- Prolonged standing, walking and bending in addition to sitting in front of a computer.
- Ability to access, research, read, review, enter and retrieve information from computer, hard copies and desk top publishing systems.
- Ability to give regular communications in person, writing, by email and by telephone.
- Ability to travel independently in the daytime and evening to regional and national destinations.
- Ability to access all work sites of the agency.

Working Conditions

- Working inside a warehouse environment and the Feeding Westchester offices.
- Working outside in all weather conditions in all Westchester communities.
- Travel throughout Westchester County.
- Ability to work irregular or extended hours including some evenings and weekends.

ABOUT US

Feeding Westchester provides a competitive benefits package including paid time off, Medical/Dental/Vision coverages, 403(b) retirement plan with discretionary employer contribution, company-paid Life and LTD insurances, an Employee Assistance Program (EAP), and other ancillary benefits. Feeding Westchester is an Equal Opportunity Employer and does not discriminate on the basis of race, color, national origin, sex, religion, age, disability, sexual orientation, gender identity, veteran status, height, weight, or marital status in employment or the provision of services or any other category protected by law.

HOW TO APPLY

Interested Applicants should send resume, cover letter, (writing samples a plus but not required) and salary requirements to <https://recruiting.paylocity.com/recruiting/jobs/Apply/521436/Feeding-Westchester/Associate-Marketing-and-Communications>