

## **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 moved nearly 20 million pounds of food to agencies and partners across Westchester County, including food pantries, soup kitchens, senior centers, and schools last year.

## **THE OPPORTUNITY**

Feeding Westchester has an exciting opportunity for a visionary, critical thinker, and mission-driven 'Director of Marketing and Communications'. Reporting directly to the 'VP, Development', the 'Director of Marketing and Communications' plays a critical role in leading Feeding Westchester's marketing and communications efforts to build awareness about our mission, services, needs and successes, as well as to position the organization in leading hunger-relief in Westchester County. We are looking for someone with a comprehensive marketing, communications, and public relations background. Someone with the ability to **lead, develop** and **execute** strategy. And understands how to develop KPIs to measure success and inform future growth. Looking for an adaptive and effective leader, who can lead by example and elevate our brand/mission/programs and understands how to position non-tangible products. Prior experience managing a high-performing communications team, in the nonprofit industry is highly preferred. Strong interpersonal skills, passion around our mission, and a high level of organization are essential!

### **Marketing Leader:**

- Brand Strategist / Planner
- Communications Writer
- Digital Strategist
- Email Marketer

### **Content & Social Leader:**

- Social Media Strategist
- Content Creator/Storyteller
- Brand Communications
- Social Listener/Strategist

## **ESSENTIAL FUNCTIONS & RESPONSIBILITIES**

### **Planning and Strategy**

- Create an annual message platform for Feeding Westchester and disseminate it throughout the organization.
- Work across departments to develop messaging about programs and initiatives.
- Develop, track, analyze, and report on communications and marketing strategy KPIs.
- Develop and operationalize crisis response plans and communication strategies.
- Mentor, manage, and develop our 'Manager, Digital Communications' and 'Marketing & Communications Associate'.

### **Media Relations and Advertising**

- Build and maintain relationships with key media contacts.
- Pitch story ideas to key media contacts in the region.
- Serve as a spokesperson for the organization.
- Manage public relations activities including media-sponsored events, press conferences, and speaking engagements.
- Oversee creation of all public relations materials including press kits, press releases, talking points, and op-ed pieces.
- Manage purchased media efforts and secure media in-kind inventory.
- Develop, manage, and author editorial and creative content for print and digital marketing materials/publications.

### **Speakers Bureau**

- Build and train a group of speakers who can articulate the organization's story and message.
- Oversee development of materials used for speaking engagements, including presentations, handouts, props, etc.
- Build an influencer/ambassador program.

### **Advocacy**

- Support general advocacy initiatives for organization and specifically lead efforts related to Hunger Action Month.
- Elevate the understanding of hunger issues in our area among policy and law makers, and provide oversight and materials for advocacy events.

## **JOB REQUIREMENTS**

### **Required Knowledge, Skills, Emotional Intelligence, and Dispositions**

- Significant skills in developing and executing communications and marketing strategies
- Experienced writer and editor
- Extensive skills in public and media relations
- Knowledge of digital marketing strategies
- Experienced public speaker, (Spanish speaking a plus)
- Ability to prioritize and successfully manage multiple projects with tight deadlines
- Ability to build and manage relationships with key partners and supporters
- Ability to work well across departments and provide communications support
- Ability to work independently and as a team leader
- Ability to perform and problem-solve in a fast-paced environment
- Ability to maintain modern knowledge and skills in communication and public relations field

### **Required Education/Experience**

- Bachelor's degree in Communications, Public Relations, Journalism, Marketing, or related field.
- 8+ years of experience in all facets of public and media relations is required.
- A valid driver's license and use of a vehicle to travel is required along with the ability and flexibility to travel independently in the daytime, evening, and weekends to regional and national destinations and throughout Westchester County.

### **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 give speeches and presentations to large groups.
- Ability to travel independently in the daytime and evening to regional and national destinations.
- Ability to access all work sites of the agency.
- Ability to work in below 0 F temperatures for short periods of time.

### **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.
- Ability to work collaboratively on-site (to work remotely as needed).

## **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.

## **SALARY RANGE \$80,000-100,000**

## **HOW TO APPLY**

Interested Applicants should send resume, cover letter, (work samples a plus) and salary requirements to <https://recruiting.paylocity.com/recruiting/jobs/Apply/826840/Feeding-Westchester/Director-Marketing-and-Communications>