

## **THE ORGANIZATION**

**Feeding Westchester** is looking for people with the passion, courage, and creativity to create meaningful change in the lives of others. As a member of the Feeding America network of food banks and Westchester County's leading hunger relief organization, we moved nearly 22 million pounds of food to agencies and partners across Westchester County, including food pantries, soup kitchens, senior centers, and schools last fiscal year. We supplied 18.2 million meals to children, families, and seniors, mobilized 11,000 volunteers, and raised over \$12 million in donations to help end hunger.

**Feeding Westchester's mission** is to nourish our neighbors in the fight against hunger. As the heart of a network of more than 200 partners, we source and distribute food, and other resources, to communities across Westchester. We envision a community where all people have access to the food they need today, and the fundamental resources to build a better tomorrow.

## **THE OPPORTUNITY**

Feeding Westchester has an exciting opportunity for a critical thinking, and mission-driven 'Director of Marketing and Communications'. This position 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 ensure awareness about our organization and cause in the community. We are looking for someone with a comprehensive marketing, communications, and public relations background. Someone with the ability to collaboratively **lead, develop** and **execute** strategy. Who understands how to develop key performance indicators to measure success and inform future growth. We are looking for an encouraging, collaborative leader with strong interpersonal skills, passion around our mission, and a high level of organization.

### **Marketing Leader:**

- Brand Strategist / Planner
- Strong written and verbal communication skills
- Digital Strategist

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

- Social media Strategist
- Content Creator/Storyteller
- Brand Communications

## **ESSENTIAL FUNCTIONS & RESPONSIBILITIES**

### **Planning and Strategy**

- Create a key messaging platform for Feeding Westchester and ensure integration throughout the organization. Work across departments to develop messaging about programs and initiatives.
- Develop and analyze, communications and marketing strategy key performance indicators.
- Mentor, develop, and maintain positive intradepartmental relationships with our 'Manager of Digital Communications' and 'Marketing and Communications Associate' and interdepartmental.
- Demonstrate a core value of diversity by modeling, and ensuring within your team, that the following competencies are part of the culture: respect, inclusiveness, reflecting, valuing, and welcoming of cultural differences regardless of age, color, disability, gender, gender identity or expression, social class, marital status, national origin, race, ethnicity, religion, sexual orientation, veteran status, height, weight, nationality, age, language, origin or employment status.

### **Media Relations and Brand Advertising**

*Prior experience and relationships in Westchester County preferred*

- Maintain and deepen 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.
- Ensure consistency in all brand components including collateral, direct messaging, digital and social media.

### **Advocacy**

- Collaborate with team members to identify and promote 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.

### **Digital Media**

- Expand the Marketing and Communications team toward new digital and social media territory, encouraging innovation.
- Build the digital branding experience to help shape digital marketing and direct response strategy, providing insight on messaging, creative, and overall direction.

- Guide baseline digital strategies, making sure we are using go-to platforms and tools to the best of our abilities (google ad words, email service providers, website, lead generation etc).

## **JOB REQUIREMENTS**

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

- Significant skills in developing and executing communication 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 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 committed to continually working to ensure we have an equitable and inclusive environment in place to support our diverse team. We strive to create professional growth paths for all who want them and a just culture that will support both internal collaboration and the work we do for our local community.

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**

**Are you ready to work on fighting hunger? If so, apply here**

<https://recruiting.paylocity.com/recruiting/jobs/Apply/1082339/Feeding-Westchester/Director-of-Marketing-and-Communications>

