

## **FOOD FOR PEOPLE, INC. Job Description**

### **Job Title: Development & Communications Assistant**

**Job Summary:** The Development & Communications Assistant is responsible for assisting with the organization's development and communications activities, including but not limited to events, direct mail campaigns, newsletters, social media, e-news, local media outreach and ongoing donor recruitment and retention. The Development & Communications Assistant reports to the Development Director.

### **Job Duties and Responsibilities:**

Develops marketing and communication materials and implements all assigned development activities and events in coordination with the Development Director and the Board of Directors, including but not limited to the following:

#### **The Development & Communications Assistant will work with the Development Director to:**

- Develop materials needed for fundraising and public relations efforts.
- Maintain positive relationships with media contacts.
- Develop and execute annual marketing plan in coordination with the Development Director and Program Coordinators.
- Gather, develop and schedule social media content and campaigns.
- Coordinate content, layout and production of quarterly newsletters and annual holiday insert for the North Coast Journal.
- Coordinate layout and production of bags for the Holiday campaign, Letter Carriers' Food Drive, annually and Backpacks for Kids program as needed.
- Coordinate publicity for newspapers, television, and radio for Food for People events and programs.
- Create the design and layout for the organization's annual report.
- Seek out promotional opportunities for Food for People and its programs.
- Coordinate and help execute community outreach opportunities to promote Food for People.
- Maintain continuity of message and branding for Food for People.
- Develop content and coordinate production of 2-3 major direct mail appeals annually.
- Solicit financial and media sponsorships for events, publications and program activities, as appropriate.
- Coordinate donor and sponsor recruitment efforts, including research on prospective business and corporate donors.
- Provide coordination and support for special fundraising events.
- Provide coordination and support for donor recognition events.
- Help promote and increase participating in the Full Plate Partners, our sustaining donor pledge program.
- Responsible for maintaining the confidentiality of Food for People's donors.
- Represent the mission and values of Food for People, Inc. effectively when working with business, civic and other groups in the community.

### **Organizational Responsibilities:**

- Submits time sheets, expense reports, and other required documentation in accordance with Food for People requirements.
- Attends and participates in relevant staff and/or board and committee meetings.
- Participates in staff development activities/trainings as needed to complete job duties or as

required by the Development Director and Executive Director.

- Responsible for developing and maintaining positive, effective working relationships with fellow staff, volunteers and board members.
- Ensures that all food bank clients are treated with dignity and respect.
- Participates in organization's public awareness events, community outreach, and fundraising events.
- Reports on-site for scheduled days and hours.
- Performs other duties as needed and/or upon request.

**Qualifications:**

Must possess a combination of education, experience, skills, and abilities necessary to carry out the job, including but not limited to the following:

- Ability to work with sensitivity and without discrimination towards peoples of diverse cultures, races/ethnicity, socio-economic positions, ages, religions, genders, physical/mental challenges/disabilities, and sexual orientations.
- Marketing, fundraising and event planning experience.
- Excellent verbal communication.
- Strong written communication skills; ability to write clear, structured, articulate, and persuasive proposals.
- Proven organizational and administrative skills.
- Ability to work independently and on own initiative.
- Excellent public image and public speaking skills.
- In depth knowledge of computers and various software used for marketing and development.
- Design experience specific to web site and print materials.
- Ability to work cooperatively with members of the staff and board of directors.
- Demonstrated ability to work under pressure to meet strict deadlines.
- Flexibility regarding work hours to meet deadlines and participate in fundraising events.
- Personal ability to motivate and relate positively to groups and individuals, including volunteers.
- Strong word processing, data processing and social media skills.
- Physical requirements include driving, walking, standing for extended periods of time, bending, lifting and carrying items weighing in excess of 20 pounds.
- Valid California Driver's license, good driving record and reliable transportation.
- Spanish language proficiency helpful.
- Desired education: Bachelor's Degree.