

FOOD FOR PEOPLE, INC. Job Description

Job Title: Communications & Events Coordinator

Job Summary: The Communications & Events Coordinator reports to the Development Director and is responsible for coordinating the organization's communications and public relations activities. This includes the coordination, and implementation of various types of fundraising events and activities; community food drives; and events that recognize the support provided by donors and volunteers.

Job Duties and Responsibilities:

Develops marketing and communication materials, oversees social media outreach and coordinates organizational events that advance Food for People's mission in coordination with the Development Director and the Board of Directors, including but not limited to the following:

The Communications & Events Coordinator will work with the Development Director to:

Communications:

- Works with Board Fundraising Committee and Development Director to develop and execute an annual communication plan that helps Food for People(FFP) reach its financial goals and ensures continuity of messaging and branding for the organization.
- Identifies opportunities for FFP social media accounts to highlight special events, community resources, personal narratives, including links to the social media platforms used by partner organizations.
- Engages clients to foster opportunities to record stories and take pictures using the FFP photo release form.
- Participates in at least one FFP program activity weekly (mobile, drive through or pantry site food distribution; volunteer activity; or special program and/or community events) to gather stories and photos that can be integrated into FFP's messaging.
- Helps promote Food for People's fundraising campaigns including the Full Plate Partners (our sustaining donor pledge program), planned giving, vehicle donations, special events, and more.
- Gathers, develops and schedules social media content and campaigns in English and Spanish.
- Works with Development Director to coordinate publicity for newspapers, television, and radio for Food for People events and programs in English and Spanish.
- Assists in the creation of public outreach materials in English and Spanish.
- Maintains positive relationships with media contacts.
- Helps coordinate content, layout, and production of print materials.
- Seeks out promotional opportunities for Food for People and its programs.
- Coordinates and helps execute community outreach opportunities to promote Food for People and its programs.
- Shares relevant social media posts, stories and happenings through FFP's social media accounts.
- As appropriate re-post FFP stories, posts, reels etc. to personal accounts on social media platforms.

Events:

- Works with Development Director and Fundraising committee to coordinate a calendar of fundraising events to support Food for People's mission.
- Works with Local Food Resources Coordinator to coordinate Food Drive events.
- Works with staff and board to coordinate annual appreciation events (volunteers, donors, staff, community partners, etc.) as needed.
- Oversees logistics and day of event activities.
- Assists in the creation, design, and execution of marketing campaigns and invitations to promote events.
- Collaborates extensively with staff, Board of Directors, and volunteers.
- Represents 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.
- Reports on-site for scheduled days and hours.
- Performs other duties as needed and/or upon request.
- Help at food distributions as needed.

Emergency and Disaster Response

- Food for People plays an active role in responding to natural disasters and declared emergencies in conjunction with government and tribal agencies, organizations and community partners. In addition to daily operations, all FFP employees play a critical role in helping individuals, families, and communities countywide with food access both during and after disasters. To support these efforts employees are expected to: Participate in disaster/emergency preparedness projects
- Promote emergency preparedness strategies and best practices to clients
- Participate in emergency operations, logistics, planning or administrative functions
- Develop and nourish key relationships with community partners
- Work with Emergency Food Response Coordinator to come up with PR material for emergency distributions and push out information through our media contacts and social media platforms.
- Participate in emergency distributions and collect photos and videos to promote Food for People's work and role as an emergency response organization.

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, social media, and event planning experience.
- Bilingual Spanish/English to help strengthen relationships and communications efforts for the Spanish-speaking community.
- Excellent verbal communication.
- Excellent 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.
- Ability to utilize basic office productivity software like spreadsheets, Adobe, Zoom, etc.
- Design experience specific to online content 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 events.
- Personal ability to motivate and relate positively to groups and individuals, including volunteers.
- Physical requirements include driving, walking, standing for extended periods of time, bending, lifting and carrying items weighing in excess of 25 pounds.
- Valid California Driver's license, good driving record and reliable transportation.
- Desired education: Bachelor's Degree.