



## Job Announcement for Communications Manager

(05.31.2024)

### Job Overview

Would you like to go to work knowing that every day you will make a difference in the lives of food-insecure neighbors in your community? At the Anne Arundel County Food Bank (AACFB), that's exactly what we do. By partnering across our community to obtain and distribute free, nourishing food to our neighbors in need we are working to alleviate food insecurity in Anne Arundel County.

### We are seeking

a creative, well-rounded communications specialist who is detail-oriented to serve as Communications Manager. Reporting to the Director of Development and External Relations, this position will lead the execution of all internal and external communications ensuring consistent and engaging messaging. The ideal candidate will channel passion for the mission, meeting our current needs and growing our reach. The Communications Manager will help to build and manage Anne Arundel County Food Bank's brand and all aspects of marketing communications to raise awareness of the organization and support fundraising efforts. This position works closely with the Director of Development and External Relations to implement dynamic, succinct, and consistent messaging across all communication channels and digital platforms; create and promote marketing and fundraising materials; and plan and execute awareness and education campaigns.

If you're interested in joining our upbeat, collaborative team that is committed to living out the Food Bank's core values of respect, compassion, integrity, accountability, adaptability, and resiliency, then consider applying today for this position.

### Key Responsibilities

- Under the direction of the Director of Development and External Relations manage, design, edit, and publish Anne Arundel County Food Bank's (AACFB) print and electronic communications including annual and other reports, op-eds, email blasts, e-newsletter, press releases, draft copy of CEO's Weekly Happenings email, and other publications and collateral.
- Manage strategy, design, and content development for the website and social media platforms.
- Serve as quality control and editor on print materials, website, and social media; and ensure that content reflects the voice and tone of the organization accurately.
- Create, then drive the development and implementation of an annual Marketing and Communications Plan upon approval by Director of Development and External Relations and Chief Executive Officer.
- Create metrics and regularly maintain progress-tracking documents that support the marketing and communications goals and plans, and periodically reassess and adjust as needed.
- Develop and maintain the annual communications calendar with relevant dates.

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- Oversee the day-to-day maintenance, monitoring, and administration of the organization's website including marketing and website development tasks, implementing strategies to increase web traffic and subscribers, troubleshooting website issues, and communicating with IT and/or website hosting contacts to ensure full functionality and easy navigation.
- Providing daily oversight of social media platforms, posting new content to each multiple times per week, liking and commenting on external comments, tagging partners, businesses, and volunteers as appropriate, and liking/commenting on external posts where AACFB is tagged/mentioned.
- Collaboratively plan and execute awareness and education campaigns, including Hunger Action Month and Nutrition Month, to achieve established outreach and fundraising goals.
- Develop creative mini campaigns that boost AACFB's brand visibility and engage new audiences.
- Provide in-house photography/videography of activities, volunteers, and donor visits to the AACFB for promotion on website, social media, etc. Collect and maintain photo releases.
- Cultivate and steward media contacts to grow press coverage of the work of the AACFB and community need.
- Build relationships to leverage the expertise of team members, strategic partners, and clients to produce effective content.
- Help to develop concept, design, and copy for fundraising initiatives including but not limited to brochures, appeals, invitations, letters, and case statements.
- Assist in planning and executing the annual signature event, Feeding Hope, to achieve set financial, sponsorship, and attendance goals.

### **Education, Experience, and Competency Requirements**

- Bachelor's degree in English, Journalism, Communications, or Marketing is required or a combination of education and relevant experience comparable to a bachelor's degree.
- Four (4) or more years of communications experience required, including digital and print.
- Proven success in communications for a nonprofit organization; experience in the funding community in Anne Arundel County and the surrounding region preferred.
- Experience in Microsoft Office Suite and graphic design and digital marketing software programs at a high level of proficiency.
- Experience with WordPress, Adobe, and Constant Contact is required.
- A background in pitching press and securing publication helpful, but not required.
- Creative thinker with hands-on experience developing and executing a brand or organization's voice and messaging strategy.
- Possession of excellent storytelling and written communication skills with track record of creating powerful, compelling written and oral communications for fundraising.
- Skilled at establishing and cultivating strong relationships with colleagues, Board of Directors, strategic partners, and other stakeholders.
- Strong initiative, and ability to manage multiple activities and deadlines while maintaining a focus on quality.
- Critical thinker with demonstrated planning, implementation, and time management skills who

consistently meets deadlines.

- Effective at working with others to reach common goals and objectives.
- Mature, self-starter, high attention to detail, socially and self-aware, and a sense of humor.
- Ability to keep and maintain confidential and secure records and information.

#### Employment Type, Compensation, Benefits, Work Hours

- Exempt; Full-Time
- 8:00 a.m. – 4:00 p.m. Monday – Friday with some evening and weekend (at least twice per month) work-related activities.
- Salary Range: \$64,000 - \$74,000, annually, pay commensurate with experience.
- Medical, Dental, and Vision Insurance benefits are available.
- 12 Paid Holidays (plus week off between Christmas and New Year's)
- Paid Time Off (accrual of 80 hours for first year of employment)
- 3 Personal Days annually
- 403b with employer match up to 3%
- Long Term Disability, Short Term Disability, and Life Insurance
- Employee Assistance Program
- Financial Assistance for Professional Development

#### Application Instructions

If you are interested in consideration for this exciting opportunity, please submit your letter of interest, resume, and salary requirements to Marta Jones, [marta@aafoodbank.org](mailto:marta@aafoodbank.org), by 5:00 p.m. on 06/28/24. Subject Line: NAME, Communications Manager Position. No phone call inquiries, please.

#### About Us

The mission of the Anne Arundel County Food Bank (AACFB) is to alleviate food insecurity in Anne Arundel County by partnering across our community to obtain and distribute nourishing food to our neighbors in need. For 37 years, our countywide food bank has served our Anne Arundel County neighbors in need by supplying free food and basic necessities to pantries, soup kitchens, shelters, schools, and other on-site feeding programs throughout the county. The AACFB currently partners with 80 agencies across 114 unique locations throughout Anne Arundel County.

#### Equal Opportunity Employer

The Anne Arundel County Food Bank is an equal opportunity employer. We will not discriminate and will take affirmative action measures to ensure against discrimination in employment, recruitment, advertisements for employment, compensation, termination, upgrading, promotions, and other conditions of employment against any employee or job applicant on the basis of race, color, gender, national origin, age, religion, creed, disability, veteran's status, sexual orientation, gender identity, or gender expression.