



FOOD BANK FOR THE HEARTLAND, INC.  
Position Description

Position Title: Director of Marketing and Communications  
Reports to: Vice President of External Affairs  
FSLA status: Exempt, full-time

**Position Purpose:**

The Director of Marketing and Communications is responsible for developing and executing the long-term marketing and communication vision for Food Bank for the Heartland's brand, promoting its unique position in the non-profit marketplace. Integrates the internal, external, digital, collateral, public relations, advertising, events and community engagement components of marketing and communication to engage current and future Food Bank community members. Oversees development and implementation of support materials and services in the area of marketing and communications. Directs the efforts of the marketing and communications staff and coordinates at the strategic and tactical levels with other functions of the Food Bank.

**Duties and Responsibilities:**

50% Marketing, Communications and Public Relations

- Reflect, articulate, and promote the mission, vision and identity of Food Bank for the Heartland.
- Responsible for creating, implementing and measuring the success of an integrated, organization-wide strategic marketing and communications plan that will enhance the Food Bank's image and position within the non-profit marketplace and by the general public, and facilitate internal and external communications.
- Utilizes data and analytics in support of marketing and communications activities and strategies.
- Oversees the strategic and creative brand design of Food Bank for the Heartland's marketing and communications activities and materials including:
  - Copywriting, editing, graphic design, layout and publishing
  - Content management systems, HTML coding
  - Social media platforms and social media marketing
  - Search engine marketing, Google analytics, Google Adwords
  - Video production
  - Media Relations
  - Communications from the office of the President and CEO
  - Programs and Partner Agencies communications
  - Special events
- Ensures articulation of Food Bank for the Heartland's desired image and position, assures consistent communication of brand and position throughout the institution, and assures communication of brand and position to all constituencies, both internal and external. Oversee the appearance of all Food Bank print and electronic materials such as letterhead, use of logo, brochures, photos, etc. to support the brand.
- Responsible for editorial direction, design, production and distribution of all Food Bank publications, including The Dish newsletter (quarterly) and annual as well as program reports.
- Serve as a clearing house for all external communication. Serve as a public information officer with both print and broadcast mediums for press releases, feature articles and public service announcements. Serve as a spokesperson for Food Bank for the Heartland for media interviews and presentations.
- Oversee media interest in the Food Bank and ensure regular contact with target media and appropriate response to media requests. Track and analyze media exposure for the Food Bank.
- Develop, coordinate and oversee technical assistance and resource materials to assist various departments in the marketing, communications and positioning of their activities.
- Ensure that the Food Bank regularly conducts relevant market research to support the communications plan. Coordinate and oversee this activity and monitor trends.

- Leads special projects as assigned, such as website refresh, special events marketing, re-branding/logo/sub-logo development and fundraising capital campaign communication plans.
- Partners and manages third party vendors and suppliers necessary to complete the broader marketing and communications strategy. Provides motivating, mentoring and effective leadership of the marketing and communications team and their associated projects and deliverables.

#### 25% Planning and Budgeting

- Responsible for the achievement of marketing and communications mission, goals and financial objectives. Ensure that evaluation systems, including benchmarks, are in place related to these goals and objectives.
- Develop short- and long-term plans, goals and objectives and budgets for the marketing and communications program and its activities, monitor progress, assure adherence and evaluate performance.
- Develop, implement and monitor systems and procedures necessary for the smooth operation of the marketing and communications function.
- Keep informed of developments in the fields of marketing and communications, non-profit management and governance, Feeding America membership support, and the specific business of the Food Bank; and, use this information to help the institution operate with initiative and innovation.

#### 25% Organizational Strategy

- Provide support to the President, Board members, executive team and selected others in public affairs matters, marketing and writing activities.
- Work with various staff and volunteers to develop and maintain a strategic perspective -- based on marketplace and constituent needs and satisfaction -- in organizational direction, program and services, decision-making; and ensure the overall health and vitality of the Food Bank.
- Develop and coordinate opportunities to seek regular input from the Food Bank's key constituencies regarding the quality of programs and services and the institution's relevance.
- Help formulate and administer policies to ensure the integrity of the Food Bank.
- Act as an internal consultant to bring attention and solutions to institutional priorities.
- Promote a culture of high performance and continuous improvement that values learning and a commitment to high quality.

#### **Knowledge, Skills and abilities:**

- Understands, appreciates, and articulates the mission of Food Bank for the Heartland.
- Displays a desire and ability to work collaboratively with varied constituencies.
- Demonstrates skills, knowledge and experience in the design and execution of marketing and communications activities.
- Exhibits a strong creative, strategic, analytical, organizational and personal presentation skills.
- Experience developing and managing budgets, and hiring, training, developing, supervising and appraising personnel.
- Experience overseeing the design and production of print materials and publications, website management, and social media content creation and management.
- Demonstrates computer literacy in word processing, data base management and page layout including experience with Adobe Creative Suites (Photoshop, InDesign, Premiere Pro) and MS Office products, WordPress and/or HTML, and other general purpose tools (Acrobat, FTP, multiple Internet browsers, etc.)
- Commitment to working in cross-functional teams.
- Ability to blend attractive design and high functionality in all projects.
- Strong oral, written, visual and digital communications skills.
- Ability to work independently and responsibly while managing numerous projects simultaneously.
- Proficient at task management and oversight, including the ability to prioritize and manage multiple tasks, be flexible, and meet deadlines with a high level of attention to detail and accuracy.
- Ability to perform data analysis techniques.
- Must be able to maintain confidentiality at all times.
- Ability to foster and build collaboration.
- Willingness to take advantage of professional learning opportunities that will increase her or his knowledge and skill base.
- Demonstrated experience in development and implementation of a strategic plan.
- Demonstrated experience with crisis communication.

**Education and experience:**

- Minimum 10 years of experience in marketing, communications or public relations with demonstrated success, preferably in the non-profit sector.
- Minimum of 3 years of experience in managing people and projects.
- Bachelor’s degree required in journalism, marketing, public relations or related field.
- Graduate degree in a related field is preferred.
- Experience working with volunteers is preferred.

**Physical Demands**

While performing the duties of this job, the employee is regularly required to sit; use hands to handle or feel; reach with hands and arms; use repetitive hand motion and talk or hear. The employee is occasionally required to stand and walk. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision, distant vision, depth perception, and the ability to adjust focus.

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Work Environment**

The employee typically works in an office environment and uses computer, telephone, and other office equipment as needed to perform duties. The noise level in the work environment is typical of that of an office setting. The employee may encounter frequent interruptions throughout the workday.

The work environment characteristics described above are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

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**Employee signature**

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**Date**

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**Supervisor signature**

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**Date**

**Created: 10/14/20 KP**  
**Approved: 10/21/20 BB**