SAN DIEGO HUNGER COALITION (SDHC)
JOB POSTING

Position Title:  Director of Strategic Marketing and Communications
Reports to:  Chief Financial Officer/Chief Operating Officer
Direct Reports:  Rotating interns and full-time AmeriCorps VISTA members
Job Status:  Full time, exempt, permanent position
Range:  $65k-$85k

Founded in 1974, the San Diego Hunger Coalition (SDHC) is a small yet highly influential nonprofit that leads coordinated action to end hunger in San Diego County. SDHC is the chief advocacy organization focused on improving access to and utilization of federal nutrition programs in San Diego County, with a focus on CalFresh (California’s name for SNAP or food stamps), school meals and other child nutrition programs. SDHC partners with nonprofit community-based organizations, schools, government agencies, healthcare providers and other advocacy organizations across the county and state to achieve the following goals:

- Build a more effective and interconnected system of hunger relief programs so that anyone facing hunger can readily get enough healthy food to see them through their time of need.
- Identify and eliminate barriers to CalFresh enrollment so that eligible low-income families and individuals can successfully enroll in the program and purchase more healthy food.
- Ensure all children have year-round access to healthy food in their everyday environments by expanding school meals and other federally-funded child nutrition programs.

The Hunger Coalition amplifies the voice and experience of the children, families and seniors in San Diego County who do not have enough food. We change conversations about hunger and equitable access to healthy food. We drive innovation to make healthy food available to all people through our leadership, research, tailored resources and technical assistance to organizations, public officials, and school districts. SDHC’s action-oriented team is made up of motivated, skilled colleagues who are determined to end hunger in San Diego. The Hunger Coalition is committed to diversity, equity and inclusion. We value our staff, continued learning, flexibility, and a work/life balance.

Position Description:

The Director of Strategic Marketing and Communications will be the creative power fueling SDHC’s public relations, advocacy efforts, and donor stewardship, which includes envisioning and designing SDHC’s media strategy, website, and e-communications. The Communications Director should possess a long-term vision for the communications function; integrating and supporting SDHC’s research, policy, advocacy, educational, and development efforts. She/he/they will provide strategic insight on communications-related challenges and opportunities that align with the organization’s mission and plan.
The Director of Strategic Marketing and Communications will interpret SDHC’s research and program activities and translate our work into creative written and visual media to rally action and funding around hunger issues in San Diego County. Responsibilities include writing and designing dynamic infographics, articles, newsletters, direct mail, e-blasts, website updates, annual reports, and social media campaigns. This role requires an inventive mind, an eye for design, a collaborative style and the ability to represent complex concepts and data in a manner that is visually compelling and easy to understand. Additionally, the Communications Director is SDHC’s media liaison and is responsible for establishing relationships with and pitching reporters, writing and distributing media releases, coordinating media events, and ensuring broad dissemination of media clips, etc. These activities will be geared toward generating visibility, growing SDHC’s donor base and further positioning SDHC as a thought and practice leader, thereby strengthening the organization’s ability to influence key policymakers and increase public awareness about the most promising solutions to hunger in San Diego County. We consider communications to be one of our most powerful advocacy tools.

Responsibilities:

Communications Strategy and Implementation

- Work closely with the CEO, CFO/COO, Chief Program Officer and Development Director to direct organization-wide communications including developing and implementing compelling strategies and messaging to energize the community, donors and public officials to take action and respond to hunger issues.
- Present research creatively using impactful data visualization, graphics and dashboards for different audiences.
- Write press releases and articles persuasively and accurately to inform nonprofit partners, government, media and the general public of relevant issues and available SDHC resources.
- Write, edit and proof email blasts, coordinating with SDHC team to brainstorm content.
- Create written and visual materials that maintain and grow a recognizable SDHC brand.
- Coordinate educational events and convenings to engage partners, funders, the public, elected officials, and the media in SDHC’s programs and initiatives, including but not limited to the State of Hunger, hunger relief summit(s), and insider briefings.
- Actively cultivate and manage relationships with media by organizing press packets, media alerts, press releases, letters to the editor, guest columns, press conferences and briefings.
- Create engaging content for all media channels through text, photography and video.
- Support internal staff and community partners in engaging with media; providing coaching and prepare talking points, speeches, presentations and other supporting material as needed.
- Facilitate collaborative content creation with community-based organizations and community residents to raise awareness of and access to food assistance resources.
- Develop and maintain content on SDHC website utilizing a user centered design approach to ensure content is accessible and navigable for diverse stakeholder groups, including but not limited to individuals seeking resources, nonprofit partners, elected officials and prospective donors.
- Curate content and increase audience engagement on SDHC’s social media channels
- Track digital analytics of online content for impact and reach; create reports on findings.
- Manage external contractors for graphic design, video production and other as necessary.
- Strengthen the capacity of the organization’s communications through engagement, supervision and mentoring of AmeriCorps VISTA members and interns.
- Perform other duties as assigned.

**Development Support**

- Support development strategy and related activities with donor-focused communications.
- Optimize online content and presence to drive donor engagement and meet fundraising goals.
- Publicize SDHC educational programs, convenings and other events to further connect donors to the cause.
- Expand SDHC’s social media to engage supporters in ongoing advocacy and fundraising.
- Support the planning of donor stewardship campaign though assisting the Development Director with messaging and implementing digital marketing tactics (email/social media).
- Apply trends and best practices in communications to yield successful fundraising results.
- Utilize data tracking to ensure goals are being met such as how many times appeals are opened to analyze the success of current stewardship and communication strategies.
- Help plan and implement fundraising and donor appreciation events.

**Required Qualifications:**

- Five or more years of communications experience with growing levels of responsibility in nonprofit social services and/or public policy work.
- Must have strong written and verbal communication skills and attention to detail (framing, grammar/spelling, editing, proofreading).
- Strong knowledge of data visualization concepts and experience with data visualization.
- Experience with nonprofit fundraising, donor stewardship and individual giving campaigns preferred.
- Experience designing digital and print communications for various media and audiences.
- Experience working with the media.
- Experience planning and executing programmatic and fundraising events.
- Savvy with social media strategy and e-marketing platforms.
- Competency in Microsoft Office; particularly Word, PowerPoint and Excel.
- Competency in Adobe Creative Suite; particularly Illustrator, InDesign and Photoshop.
- Experience with a website CMS such as Squarespace or WordPress. Experience with an email management system such as MailChimp. Proficiency with basic HTML and CSS.
- Experience using a CRM such as Salesforce.
- Knowledgeable of and comfortable with standards of social etiquette (in person, in writing, on the telephone, in email communication).
- Able to work effectively in a team setting.
- Demonstrated project management and organizational skills.
- Experience with managing staff and interns.
- Must be willing to contribute to a positive organizational culture.
Desired Qualifications:

- Experience working with government officials (elected, appointed, staff) on policy issues, with a preference for experience in the San Diego region.
- Experience working with communities of color, immigrant communities, and/or people whose first or only language is other than English.
- Fluency in a second language is a plus.

Terms of Employment:

SDHC’s salary and benefit standards are competitive and will depend on qualifications and experience. Full benefits include 80% of healthcare premiums, 100% of Life Insurance premium, 401(k) with employer contribution after 6 months of employment, use of Paid Family Leave, and generous vacation and holiday time. This position may involve occasional travel or attendance at events during non-work hours.

NOTE: SDHC Staff are working remotely during the COVID-19 pandemic. No in-person meetings will be required of this position at this time, and will be re-addressed at a time to be determined.

Application Process:

Please submit your cover letter and resume to info@sdhunger.org and put the words “Director of Strategic Marketing and Communications” in the subject line. Applications without a cover letter will not be considered. No phone calls please.