



## Communications Coordinator

Sacramento Food Bank & Family Services (SFBFS) welcomes people of all backgrounds and circumstances, providing a judgement-free zone for individuals and families throughout Sacramento County. A staff of more than 80 and several thousand volunteers take our mission of fighting food insecurity one step further by offering education and support for families wanting to shape their best tomorrow. More information is available at [www.sacramentofoodbank.org](http://www.sacramentofoodbank.org).

### **POSITION DESCRIPTION**

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The Communications Coordinator will use specialized talents to increase awareness of Sacramento Food Bank & Family Services (SFBFS) with the general public and target audiences. The Communications Coordinator will work under the supervision of the Director of Communications and collaborate with all departments across the organization to fulfill strategic goals. This position will work to gather, develop and maintain content, increase social media engagement, e-mail marketing metrics and website traffic and strengthen SFBFS' brand identity and overall reputation.

*Duties include the following (other duties may be assigned):*

- Implement SFBFS' communication strategy through activities that promote, enhance and protect SFBFS' brand reputation.
- Under the direction of the Director of Communications, execute on the social media strategic plan and provide oversight to grow SFBFS' presence on all social media platforms.
- Coordinate, build, edit and assist with the distribution of e-mail campaigns, including internal newsletters, fundraising campaigns, volunteer opportunities, advocacy efforts, event promotions.
- This position will be communicating through multiple mediums including photography, videography and digital media.
- Will assist with providing storytelling information to our large network of clients, donors, volunteers, employees, partner agencies and community supporters through various internal and external communications channels.
- Ensure SFBFS' social media channels remain responsive and engaging.
- Produce, source and oversee attention-grabbing and on-brand content, including copy, photography, infographics and video for website, social media, e-mail communications and marketing collateral.
- Oversee the adherence to branding guidelines both internally and externally, including visual identity, messaging and core values to ensure consistency across all channels.
- Capture stories through video, photography and written communication that engage different audiences to lead to measurable action and engagement.
- Coordinate and conduct client, partner, supporter and employee interviews.
  - The Coordinator will identify potential subjects and foster a relationship with them.
- Assist with oversight of the organization's website, including content development, updates and optimizing layout relative to performance metrics and current organization priorities.
- Support routine maintenance and cleanup of e-mail audience lists.

- Assist with communications related to design, photography and video projects with both internal teams and external partners.
- Track and provide reports and analytics on key websites, social and e-mail performance metrics for relevant staff and external stakeholders.
- Assist in proofing and editing SFBFS' communications materials, including marketing collateral, program flyers, electronic materials and other print publications.
- Work with the Communications team to support events and fundraisers, including off-site events, as needed.
- Ability to meet regular attendance/tardiness policy.
- Work off-site during fundraising events and community resource events.
- Occasional nights, weekends and holidays as required.

## **QUALIFICATIONS**

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- Mandatory
  - High School diploma or equivalent.
  - 2+ years of relevant professional experience in marketing, communications or related fields.
  - Demonstrated experience with social media platforms, specifically Facebook, Instagram, Twitter and LinkedIn.
  - Experience with videography, photography and copywriting for online channels.
  - Experience creating cohesive messaging and content that reflects an organization's overall brand identity, cultures and goals.
  - Strong written communication skills for various campaigns, platforms and audiences.
  - Experience creating visually appealing graphics, flyers, etc.
  - Intermediate photography and videography skills.
  - Experience with measuring and reporting on social media, website and e-mail engagement.
  - Knowledge of news and digital trends and tactics, with the ability to mobilize audience participation and engagement.
  - Knowledge of website management and e-mail marketing platforms, including Squarespace, WordPress, Constant Contact and/or Mailchimp.
  - Advanced principles of phone and e-mail etiquette.
  - Ability to work harmoniously with staff members and work independently.
  - Valid Driver's License and insurable under company liability insurance.
  - Professional demeanor, flexible and able to respond to multiple demands.
  - Must be able to pass fingerprint and background screenings.
  - Passion for SFBFS' mission.
- Preferred
  - Prior experience managing social media platforms for a company, brand or non-profit.
  - Basic graphic design experience.
  - Knowledge of SEO best practices.
  - Some college coursework desired.

## **Working Conditions**

- Ability to communicate orally with management, coworkers, clients and volunteers.
- Regular use of the telephone and e-mail for communication is essential.
- Hearing and vision within normal ranges is helpful for normal conversations to receive ordinary information and to prepare or inspect documents.

Applicants must submit resume, cover letter, [SFBFS' employment application](#) (found here: [www.sacramentofoodbank.org/employment](http://www.sacramentofoodbank.org/employment)) which should include three professional references to [employment@sacramentofoodbank.org](mailto:employment@sacramentofoodbank.org) for consideration. **No phone calls please.**

- No heavy lifting is expected. Exertion of up to 25 lbs. of force occasionally may be required.
- Good manual dexterity for the use of common office equipment such as computer terminals, calculator, copiers and fax machines
- Activities include extended periods of sitting; bending at the waist; and reaching overhead, above the shoulders and horizontally to retrieve and store files.
- Extensive work with computers and communication devices
- Environment
  - Work is normally performed in a typical interior/office work environment (Admin. offices)
  - The noise level in the work environment is typical of most office environment/settings.
  - Occasional off-site work during special events

#### **POSITION DETAILS**

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- Full-time, non-exempt position; Monday – Friday; occasional weekends and holidays as needed.
- Pay range: \$20.00-\$25.00 per hour, depending on experience.

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