



Helena Food Share Position Description

Position: **Communications Manager**

Hours: 40 hours per week, Monday-Friday
Flexible scheduling or overtime hours are sometimes required for evening or weekend work.

Compensation: Negotiable depending on experience.

Supervision: The Communications Manager reports directly to the Development Director.

Helena Food Share Mission:

Helena Food Share serves our neighbors in need by providing food in a respectful and dignified way and by working with others to eliminate hunger in the Greater Helena Area.

Summary:

The Communications Manager is a key member of the development team, working with the Development Director to prepare and deliver a communications program that portrays Helena Food Share accurately and authentically to the community. The Communications Manager must be strategic, creative, well-organized and capable of completing detailed projects in a timely manner. Professional experience and skills in marketing, public relations, and media relations are important to ensure a high-quality representation of Helena Food Share. This position is responsible for website management and online marketing and also assists with event coordination. The Communications Manager must have excellent writing skills, and be capable of communicating the Helena Food Share story effectively through written communications such as newsletters, appeals, and emails.

Responsibilities

Communications and Public Relations Management

- Prepares and manages an annual communications plan and is responsible to ensure that the plan is implemented accordingly.
- Ensures consistent and compelling messaging to the community regarding HFS program activity and needs.
- Prepares and implements consistent campaign messaging using multiple formats and platforms for major events and food drives, including the Turkey Challenge, Doorsteps to Kid Packs, Stamp Out Hunger, etc.
- Works closely with Helena Food Share's leadership team to prepare and distribute media releases, facilitate radio and television appearances and commercials, and manage production and placement of print advertising.
- Ensures appropriate printed materials are prepared and updated as necessary to reflect current program activity and organizational needs.
- Maintains the integrity and appropriate uses of the Helena Food Share logo and brand by Helena Food Share, the media, and community partners.

- Maintains an active presence with HFS programs in order to experience the HFS mission in action and to relate stories from staff, volunteers and customers, through interviews, stories, photos, and video.
- Monitors HFS program activity and helps to organize and implement program outreach strategies to existing and new customers.

Community Outreach

- Initiates and schedules regular presentation opportunities for Helena Food Share staff and Board members. This includes maintaining an active presence with community groups, faith communities, schools, colleges, and at appropriate events in the Helena area.

Donor Communication

- Newsletter production in coordination with the Development Director. Manages production, printing, and distribution of quarterly newsletters. This includes preparing a schedule, creating content, writing and editing articles, preparing or managing layout, proofreading, obtaining approvals at all stages and managing the printing and mailing of each newsletter issue.
- Appeal letter writing in coordination with the Development Director. Manages production, printing, and distribution of quarterly appeal letters. This includes preparing a schedule, creating content, writing, editing, proofreading, obtaining approval, and managing the printing and mailing of each letter.
- Authors monthly donor acknowledgment letters and obtains their approval from the Development Director.

Web Presence and Social Media Management

- Creates website content and actively manages the HFS web site. Seeks to maintain an active site that offers relevant and timely perspective and information to HFS customers, donors, volunteers and the public.
- Creates compelling content for regular email blasts to donors and other friends of Helena Food Share.
- Maintains and updates email contacts in database.
- Produces creative and compelling social media content and schedules posts relating to program announcements, activities, and development events and campaigns. Seeks to maintain a social media profile that maximizes online engagement with a variety of audiences.
- Uses a variety of online marketing strategies and platforms to reach a wide audience.

Event Support

- Under the direction of the Development Director, helps coordinate HFS fundraising events.
- Helps with scheduling HFS events and maintaining the HFS event calendar.
- Assists with creating event materials and messaging.

Perform other tasks as assigned.

Minimum Knowledge, Skills and Abilities

- Excellent writing abilities; proven experience and samples that demonstrate creative, fresh and clear writing.
- Skilled as an editor and proofreader.
- Proficient with office productivity, publishing, web management and social media applications. Graphic design experience will be considered beneficial.
- Proven ability to organize, prioritize and self-direct work in order to meet deadlines and fulfill commitments. Flexibility and a willingness to solve problems for self and others are essential qualities.

- Superior communication and intrapersonal skills to effectively interact with HFS team members, board members, volunteers, donors, and the general public.
- Must be available to work on evenings or weekends when needed. This is rare.
- Must have a valid driver's license and auto insurance coverage.
- Must have or acquire a smartphone, with a high-quality camera and capacity to perform various communications tasks, such as managing and posting to social media applications.
- Creative, passionate and willing to learn.

Minimum Education, Experience and Licensing Requirements

The knowledge, skills and abilities needed for this position are typically acquired through a combination of education and experience equivalent to a Bachelor's Degree and at least 3 years of applicable experience. The successful candidate will have demonstrated experience in public relations, marketing, fundraising or communications positions. Other combinations of education and related experience will be evaluated on an individual basis. The successful candidate must be able to make a strong commitment to the mission and values of Helena Food Share.

To Apply

Submit a cover letter, resume, three professional references, and a writing sample to daneal@helenafoodshare.org. This position is open until filled. To be considered for the first round of interviews, submit your materials by May 31 at 5:00 pm. Please direct questions to the Development Director, Daneal Lightner: daneal@helenafoodshare.org or 406-443-3663, ext. 104.