



SENIOR DIRECTOR OF PUBLIC RELATIONS Position Announcement

**Application Dates:
June 3, 2019 to June 28, 2019**

(Note: Resumes will be reviewed on a rolling basis until position is filled or deadline.)

ABOUT US:

Since 1981, the Foodbank of Southeastern Virginia and the Eastern Shore, a member of Feeding America™ and the Federation of Virginia Food Banks, has been providing food for hungry people throughout Southeastern Virginia and on the Eastern Shore. In our mission to lead the effort to eliminate hunger in our community, the Foodbank has distributed over 290 million meals throughout our 4,745 square mile service area, which includes the cities of Norfolk, Portsmouth, Chesapeake, Suffolk, Franklin and Virginia Beach as well as the counties of Southampton, Northampton, Sussex, Isle of Wight and Accomack. During the 2017-2018 fiscal year, the Foodbank distributed nearly 15 million meals to food insecure individuals in the community through a robust network of partner agencies and program sites. Our current work to address the short-term needs for food access and long-term needs related to root causes of food insecurity is guided by a strategic plan, which can be accessed via our website at <https://foodbankonline.org/strategic-plan/>.

POSITION OVERVIEW:

The **Senior Director of Public Relations** for the Foodbank of Southeastern Virginia and the Eastern Shore (Foodbank) will report to the Chief Executive Officer (CEO) and participate as a key member of the Senior Management Team. The Senior Director of Public Relations is a newly created position to help facilitate and enable strategic communications in support of the Foodbank's mission, which is "*leading the effort to eliminate hunger in our community.*" The position will work to set priorities for a comprehensive communications and PR plan that establishes the Foodbank as a thought leader on hunger-relief issues and helps shape public opinion about the root causes and consequences of food insecurity.

The ideal candidate for the Senior Director of Public Relations position will be mission-focused, relationship-oriented, a collaborator, results-driven, detailed oriented, change resilient, a continuous learner, and able to take initiative.

RESPONSIBILITIES:

A leader with the right skills to experience success in this position will be able to perform essential duties including, but not limited to, the following:

- Develop, implement and manage the Foodbank's communications and PR strategy to promote and enhance the mission of the organization.
- Collaborate across departments and teams to ensure consistent and appropriate messaging for the organization.
- Review and analyze data metrics to develop strategies or tactics that maximize media and community exposure as well as enhance public engagement.

- Lead creative storytelling initiatives surrounding the Foodbank's donors, corporate sponsors and clients, with a focus on keeping new and current target audiences engaged with fresh content and strategies.
- Plan editorial content to be published to the Foodbank's blog, social and digital media, newsletters and printed collateral; devise an editorial calendar for blogs, newsletters and printed collateral; write, edit, review and publish editorial content.
- Manage outsourced vendor relationships that are responsible for the annual direct mail program and media outreach.
- Represent the Foodbank at community functions and by serving on various boards.
- Serve as a liaison between potential community partners and Foodbank team.
- Provide management support for Board committees, as assigned.
- Participate in the creation of long-range strategic plans for the organization, including detailed annual operating plans.
- Collaborate with the CEO and Chief Administrative Officer to prepare budgets, update financial forecasts, and complete budget analyses and report on variances.
- Commit to and understand the FSEVA's mission. This includes active participation in sharing the mission, vision and values of the organization, internally and externally, creating a culture of active philanthropy for and through all staff.
- Supervise volunteers during tasks/assignments and show/share responsibility for the overall Volunteer Experience at the FSEVA.
- Other duties as assigned by the CEO.

WORK HOURS/SHIFT:

- Monday-Friday; part-time (32 hours), exempt; some weekend and evening work required for meetings, special events, and out-of-town conferences.

EDUCATION/REQUIREMENTS:

- Bachelor's degree.
- Minimum 5-8 years of combined experience in marketing, communications, or public relations. Supervisory experience with paid staff and volunteers.
- Knowledge of public relations and strategic communications principles and best practices.
- Ability to serve as an organizational spokesperson, if requested.
- Prior experience working in fast-paced and complex environments, including success in a period of organizational growth and/or transition.
- Ability to translate and communicate complex topics in a variety of forums, tailoring communications to effectively fit and influence the targeted audience; strong executive presence, presentation and communication skills.
- Ability to lead the entire range of problem-solving work from problem definition to analysis, recommendation and the development of solution-oriented implementation plans.
- Ability to bridge cultural boundaries and norms to overcome barriers and improve outcomes.
- Ability to work collaboratively with key internal and external leaders, partners, suppliers and customers.
- Passion for the mission and values of the organization, as demonstrated by prior work and/or volunteer experience.
- A collaborative, motivational, supportive, and visionary leader.
- Outstanding interpersonal, coaching and listening skills with the ability to communicate positively within all levels of the organization.

- Ability to remain objective, discrete and exercise common sense at all times. Able to develop strong, trusting relationships within department and organization.
- Ability to thrive in a dynamic environment and work on various projects simultaneously, requiring strong organizational and time management skills.

NONESSENTIAL EDUCATION, SKILLS AND EXPERIENCE (PREFERRED):

- Nonprofit experience a plus.
- Master's Degree in Marketing, Public Relations, Journalism, or a related field.

PHYSICAL DEMANDS:

While performing duties of this job, the employee may be required to do the following when working in the office or warehouse environment:

- The employee must, at times, lift and/or move up to 20 pounds when handling donations, documents and files in a mixed office and warehouse.
- Specific vision abilities required by this job include close vision while working with documents, computer screens, and filing.
- Regularly required to talk and hear when communicating with employees, donors, and clients.
- The use of hands and fingers are necessary to handle or feel documents and keyboards.

COMPENSATION AND BENEFITS:

A competitive salary with paid time off, matching retirement contributions, and employer-sponsored health benefits for individuals and their families are just a few of the incentives that make this an exciting opportunity.

The Foodbank of Southeastern Virginia and the Eastern Shore is an Equal Opportunity Employer. The Foodbank encourages applications from qualified persons of every race, ethnicity, national origin, religion, sex, age, veteran status, sexual orientation, and disability.

How to apply: If this sounds like the opportunity for you to serve our community and help eliminate hunger, please send a cover letter, resume and 5-year salary history to orfrecruiting@foodbankonline.org no later than June 28, 2019.