



Position Announcement
Senior Director of Communications

Application Dates:

April 28, 2021 (open) Until Filled.

Resumes will be reviewed on rolling basis until position is filled.

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 support of our mission, which is “leading the effort to eliminate hunger in our community” - the Foodbank has distributed over 300 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. For up-to-date information on the Foodbank, visit www.foodbankonline.org, Facebook, or Twitter.

Basic overview of the Senior Director of Communications position: The Senior Director of Communications for the Foodbank of Southeastern Virginia and the Eastern Shore (Foodbank) will report to the Vice President, Programs and Development and participate as a key member of the Senior Management Team. The Senior Director of Communications 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 internal and external communications 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, and aligns all internal stakeholders with the Foodbank’s strategic priorities.

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

Core Functions of the Senior Director of Communications Position:

- Develop and execute comprehensive integrated communications strategy leveraging public relations, digital and social media, direct mail and other content channels to engage key stakeholders and donors and drive our brand.
- Lead creative story telling initiatives to engage our community, donors, partners, employees and other key audiences.
- Collaborate across internal departments and teams to ensure consistent and appropriate messaging.
- Review and analyze data metrics to develop strategies that maximize community exposure.

This is what makes this role exciting and interesting:

- Building on incredible visibility for the issue of hunger and food insecurity in our community following heightened awareness during COVID-19 pandemic.
- We are also hiring an internal communications manager recognizing the need for enhanced internal communications, which will be the first time this position has managed internal staff in addition to external vendor resources.

This is what makes this role challenging:

Functional responsibility includes public relations, internal communications, and leadership for direct mail which represents a significant annual fundraising stream for the food bank.

We're looking for a person that is eager to promote a diverse workplace through a keen ability to interact effectively with individuals from diverse backgrounds, experiences and personalities and who possess the following:

- A Bachelor's Degree.
- Preferred: Master's Degree in Marketing, Public Relations, Journalism, or a related field.
- Minimum 8-10 years of combined experience in public relations, marketing or communications
- Supervisory experience with paid staff and volunteers.
- Preferred: Nonprofit experience.
- Minimum five years fundraising experience or equivalent combination of education and experience.
- **Preferred KSAs:**
 - Accreditation in Public Relations.
 - Accreditation in Business Communications.
 - Knowledge in developing channel based content strategies.
- **Key Traits associated with this role:**
 - Thorough knowledge of internal and external communications best practices.
 - Working knowledge of communications program measurement and analysis.
 - Collaborative/team player.
 - Can lead through influence.
 - Ability to work with external vendors.
 - Passion and enthusiasm for mission of the Foodbank.
- **Other:**
 - The Senior Director of Communications reports to the Vice President, Programs and Development.
 - Must be open to local, regional and national travel; infrequent overnight travel required for training and conferences.
 - Work Hours/Shift: Monday – Friday; some weekend and evening work required for meetings, special events, and out-of-town conferences.
 - Flexibility for limited teleworking.
 - Work location: 800 Tidewater Drive, Norfolk, VA 23504.
 - Job Type: Exempt Full-Time (40 Hours) with Benefits.

Benefits: Health Insurance, Paid Time Off, 12 Paid Holidays, Employee Development Program, Scholarship Program, 401K.

Salary: \$67,434 - \$95,780.

How to Apply: <https://foodbankonline.org/about-us/careers/> or email cover letter and resume to orfrecruiting@foodbankonline.org , Subject: Senior Director of Communications.

The Foodbank of Southeastern Virginia and the Eastern Shore is committed to the full inclusion of all qualified individuals. If a reasonable accommodation is needed to complete the application process please contact the employer directly at orfrecruiting@foodbankonline.org.

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.