Ohio Association of Foodbanks

**Location:**
100 East Broad Street, Suite 501, Columbus, OH 43215

**Job Title:**
Director of Communications

**Reports to:**
Executive Director

**Details:**
- Type of position: Senior Management
- Full-time
- Hours: 40 / week
- Exempt

**Position Overview**

This position directly leads the overall communications needs for the Ohio Association of Foodbanks and its programs. The position works closely with leadership team members to develop and produce informed, accurate, and strategic content and products aligned with the organization’s core values, strategies, responsibilities, and interests. The position provides strategic direction to the executive director and key team members and in consideration of the organization's Board and mission. The position is a member of the leadership team and will coordinate directly with the executive director, other leadership team members, and key program staff.

**Essential Job Functions**

- Produces presentations, talking points, public testimony and comment, and other written content for dissemination to audiences including elected officials, government partners, stakeholders, and the general public. Actively listens, intentionally seeks out feedback, and fosters collaboration with team leaders and staff to draft, revise, and finalize work products, in support of organizational and programmatic goals, priorities, and deliverables.

- Develops, designs, and if applicable, distributes:
  - Key external publications and reports, including annual report, special issue and policy briefs, etc.
  - Program-specific outreach, education, or marketing flyers, brochures, consumer guides, etc.
  - E-newsletters, action alerts, and other subscriber content
  - Social media content and graphics; Website content
  - Internal tools and templates to promote consistent brand
  - Multimedia content, including podcast content (in collaboration with advocacy and engagement manager)

- Leads strategic direction for earned media outreach and engagement, developing and maintaining an evergreen content calendar while remaining focused on proactive and responsive press relations; draft press statements and releases, media advisories, guest columns, letters to the editor, media pitches, etc. in collaboration with media consultant Inspire PR Group. Serves as secondary spokesperson when executive director or appropriate subject matter expert is unavailable.

- Supports the specific communications needs of each program team, including but not limited to: materials and toolkits for consumers for public benefits outreach and enrollment grants and initiatives, including SNAP (food assistance) Outreach, ACA Navigator and Connecting Kids to Coverage health insurance outreach, and HEAP outreach; materials to support food programs, including for potential and current vendors and suppliers, donors, government agency partners, foodbanks, agencies, and clients; marketing tools for promotion of national service programs and opportunities; and other priorities and programs relevant to the people and organizations we serve.

- Maintains a presence at key community, network, foodbank, and organizational events and conducts field work, including spending time in the field gathering photos and stories for evergreen use and/or timely projects.

- Works with vendors including consultants and advertising representatives, commercial printers, digital, social, and print advertising platforms and account reps, translation services, web developers, etc. to request estimates, facilitate orders, develop scopes of work, etc.

- Assists the executive director in providing timely, relevant, and concise updates, information, and action items to the Ohio Association of Foodbanks Board, network, and partners. Provides one-on-one training, consultation, customized materials, and other support to emerging communications staff within or outside of the network, as needed.
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- Collaborates on special advocacy events and engagements, including designing handouts, signage, and other collateral, preparing remarks, drafting event agendas and run-of-show guides, etc., such as congressional or statehouse lobby days, testimony, in-district site visits, public policy roundtables, campaigns, and livestreams and press events.
- Attends work regularly and on time, as attendance and punctuality are essential functions for this position.

**Other Duties and Responsibilities**

- Acts as an engaged member of the association staff and leadership team and contributes to an inclusive, equitable, and welcoming workplace.
- Identifies new initiatives and best practices within other states for potential adaptation/replication.
- Assists with identifying emerging needs and trends within the Ohio Association of Foodbanks network and related to its mission, its work, and its roles.
- Assists the Executive Director and staff with other activities as requested.
- Other duties as assigned.

**Required Qualifications and Competencies**

- Bachelor’s degree OR equivalent experience in relevant fields/roles required, college degree preferred.
- At least 5 years of organizational communications experience (such as nonprofit, higher education, or government communications, related industry experience, etc.) required.
- At least 3 years of experience in hunger, health and human services, poverty, or adjacent issues preferred.
- Willingness and demonstrated ability to directly support an array of communications needs across departments and programs, including publication design, press engagement, report development and design, social media, website management, special events, talking points, and more.
- Demonstrated interest/experience in working with low-income communities and/or racially, culturally, and ethnically diverse communities.
- Ability to respond to time sensitive matters as well as longer-term initiatives and balance priorities.
- Excellent computer skills and proficiency in Microsoft Office, Adobe Creative Suite, and social media and website management platforms.
- A demonstrated commitment to high professional ethical standards.
- Excellent interpersonal skills, and high comfort level working in and communicating with diverse environments, inclusive of business and government.
- Strong attention to detail and organizational skills.
- Ability to work cooperatively in a team environment and take a leadership role when required.
- Must have a valid Ohio driver’s license, state-required minimum insurance, reliable transportation and ability to travel to domestic work sites.
- Willingness to work flexible hours including early mornings, late evenings and weekends as needed.
- Must be able to remain in a stationary position for extended periods of time.
- Position occasionally requires lifting and moving up to 30lbs.

*This job description reflects management’s assignment of essential functions and other duties and responsibilities; and nothing in this herein restricts management’s right to assign or reassign duties and responsibilities to this job at any time.*

*The Ohio Association of Foodbanks is an equal opportunity employer. The association does not discriminate in employment on the basis of race, color, religion, sex (including pregnancy and gender identity), national origin, sexual orientation, marital status, disability, age, parental status, military service, or other non-merit factor.*