



Hunger Task Force Position Description: Communications & Marketing Manager

Department: Development

Reports to: Director of Development

FLSA Status: Exempt

General Function: The general function of the Communications & Marketing Manager is to manage and oversee all aspects of Hunger Task Force's communication with the public, including the agency's marketing, publications, media and messaging plans, graphic design, brand and style. This position also supports agency events, donor stewardship efforts and key Development activities.

Essential Duties and Responsibilities

Strategic Communications

- Lead the agency's communication initiatives to enhance local, regional and statewide agency brand
- Develop thorough marketing and messaging strategies and disseminate through targeted, coordinated, culturally-competent and consistent outreach campaigns
- Provide strategic communications direction as an agency leader for new initiatives, special program messaging, media strategy and logo and design development
- Act as a marketing issue expert for hunger relief partners, network organizations and collaborators in hunger work statewide, including sharing resources, best practices and strategic recommendations

Media Relations

- Develop agency's annual media goals, objectives and strategies
- Serve as primary liaison between the media and agency spokesperson(s) for interviews
- Identify stories, special events and hunger issues and pursue proactive media engagement to secure media coverage
- Create and distribute media materials for events and press conferences, including press releases and media advisories, to solicit media activity
- Coordinate local, state and national media requests with network partners, families and organizations
- Develop thoughtful and strategic relationships with media influencers, reporters, assignment editors, on-air personalities and other media decision makers
- Share relevant media updates with staff, donors and Board of Directors
- Provide media training and talking points to staff prior to media interviews

Marketing

- Develop and manage targeted agency marketing plans that include marketing strategies, advertising budgets and result analysis across TV, print, radio, outdoor, digital and social media
- Manage production of all digital and printed agency materials by: developing and managing timelines and deadlines; creating intentional layouts, images, themes and messaging in accordance with audience, budget and scope; oversee production of element design; and package materials for final revisions and dissemination
- Administer agency website and provide strategic direction on information architecture
- Negotiate agreements and contracts with specialized vendors who support agency marketing initiatives; supervise production for all projects assigned to marketing vendors
- Oversee selection, process and design of annual holiday card project
- Produce agency television and radio communications for annual campaigns, including script-writing, developing strategic concepts, identifying talent and vendors, and directing message and style

Messaging and Style

- Train new and existing staff on agency messaging, style and presentation and enforce consistency
- Prepare and maintain agency style guide and ensure consistency in all printed agency materials
- Act as brand ambassador for all agency print and online publications to maintain consistent look, style, voice, color, tone and design
- Develop and disseminate strategic, on-message talking points for updates, initiatives and events to staff, volunteers, Board of Directors and appropriate external representatives
- Enforce agency wardrobe policy in accordance with approved agency colors, logos and style
- Manage use of logos and other brand elements, both internally and with donors, partners and media
- Enhance internal agency branding and communication in collaboration all departments, including creating templates, regulating logo use and assuring consistency
- Create and implement messaging and branding strategies for Hunger Relief Federation of Wisconsin, including website design and templates for charter, flyers and presentations

Supervisory Responsibilities

Directly supervises Marketing Coordinator. Carries out supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities include interviewing, effectively recommending hiring and promotions, employees training; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

Competencies

To perform the job successfully, an individual should demonstrate the following competencies:

Diversity - Demonstrates knowledge of EEO policy; Shows respect and sensitivity for cultural differences; Educates others on the value of diversity; Promotes a harassment-free environment; Builds a diverse workforce.

Ethics - Treats people with respect; Keeps commitments; Inspires the trust of others; Works with integrity and ethically; Upholds organizational values.

Analytical - Synthesizes complex or diverse information; Collects and researches data; Uses intuition and experience to complement data; Designs workflows and procedures.

Problem Solving - Identifies and resolves problems in a timely manner; Gathers and analyzes information

skillfully; Develops alternative solutions; Works well in group problem solving situations; Uses reason even when dealing with emotional topics.

Project Management - Develops project plans; Coordinates projects; Communicates changes and progress; Completes projects on time and budget; Manages project team activities.

Technical Skills - Assesses own strengths and weaknesses; Pursues training and development opportunities; Strives to continuously build knowledge and skills; Shares expertise with others.

Interpersonal Skills - Focuses on solving conflict, not blaming; Maintains confidentiality; Listens to others without interrupting; Keeps emotions under control; Remains open to others' ideas and tries new things.

Oral Communication - Speaks clearly and persuasively in positive or negative situations; Listens and gets clarification; Responds well to questions; Demonstrates group presentation skills; Participates in meetings.

Written Communication - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.

Teamwork - Balances team and individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Contributes to building a positive team spirit; Puts success of team above own interests; Able to build morale and group commitments to goals and objectives; Supports everyone's efforts to succeed.

Strategic Thinking - Develops strategies to achieve organizational goals; Understands organization's strengths & weaknesses; Analyzes market and competition; Identifies external threats and opportunities; Adapts strategy to changing conditions.

Change Management - Develops workable implementation plans; Communicates changes effectively; Builds commitment and overcomes resistance; Prepares and supports those affected by change; Monitors transition and evaluates results.

Delegation - Delegates work assignments; Matches the responsibility to the person; Gives authority to work independently; Sets expectations and monitors delegated activities; Provides recognition for results.

Leadership - Exhibits confidence in self and others; Inspires and motivates others to perform well; effectively influences actions and opinions of others; Accepts feedback from others; Gives appropriate recognition to others

Visionary Leadership - Displays passion and optimism; Inspires respect and trust; Mobilizes others to fulfill the vision; Provides vision and inspiration to peers and subordinates.

Managing People - Includes staff in planning, decision-making, facilitating and process improvement; Takes responsibility for subordinates' activities; Makes self-available to staff; Provides regular performance feedback; Develops subordinates' skills and encourages growth; Solicits and applies customer feedback (internal and external); Fosters quality focus in others; Improves processes, products and services.; Continually works to improve supervisory skills.

Quality Management - Looks for ways to improve and promote quality; Demonstrates accuracy and

thoroughness.

Planning/Organizing - Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources; Sets goals and objectives; Organizes or schedules other people and their tasks; Develops realistic action plans.

Professionalism - Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments.

Dependability - Follows instructions, responds to management direction; Takes responsibility for own actions; Keeps commitments; Commits to long hours of work when necessary to reach goals. Completes tasks on time or notifies appropriate person with an alternate plan.

Initiative - Volunteers readily; Undertakes self-development activities; Seeks increased responsibilities; Takes independent actions and calculated risks; Looks for and takes advantage of opportunities; Asks for and offers help when needed.

Innovation - Displays original thinking and creativity; Meets challenges with resourcefulness; Generates suggestions for improving work; Develops innovative approaches and ideas; Presents ideas and information in a manner that gets others' attention.

Qualifications To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience

Bachelor's degree from four-year College or university; plus 5 or more years' experience in Marketing and/or Communications.

Certificates, Licenses, Registrations

Valid driver's license.

Computer/Software Skills

Proficient with Adobe, InDesign, Photoshop and Illustrator; social media and e-communication platforms; media monitoring services; Office 365

Other Skills, Abilities and Qualifications

- Strong leadership, managerial and relationship-building skills
- Highly effective communication skills
- Strong strategic, organization and planning skills with the ability to handle multiple projects in a fast-paced and deadline-driven environment
- Ability to work collaboratively and adaptively within a team setting
- Maintain consistent and high-quality performance of work during peak event/volunteer seasons
- Flexibility to work occasional events outside normal business hours or on weekends

Physical Demands The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this Job, the employee is regularly required to talk or hear. The employee is frequently required to sit. The employee is occasionally required to stand; walk and use hands to finger, handle, or feel. The employee must occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision and color vision.

Work Environment The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this Job, the employee is occasionally exposed to wet and/or humid conditions; moving mechanical parts and outside weather conditions. The noise level in the work environment is usually quiet.

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Salary Range: \$65,000-\$85,000