



Hunger Task Force Position Description: Communications & PR Manager

Department: Communications & Marketing

Reports to: Chief Strategy Officer

FLSA Status: Exempt

General Function: The general function of the Communications & PR Manager is to manage and oversee all aspects of Hunger Task Force's internal and external communications, messaging and media relationships. The position ensures agency communications and messaging align with agency brand and collateral and supports a cohesive and consistent communications and marketing strategy. This position works as a part of a cohesive team with the Creative & Marketing Manager, in addition to working with departments throughout Hunger Task Force. The position forges strong relationships with media partners to shape public perception and keep Hunger Task Force positioned as the anti-hunger leader locally and in Wisconsin.

Essential Duties and Responsibilities

- Produce and/or direct creation of all written content to all platforms, internally and externally, across the organization to enhance local, regional and statewide agency brand awareness
- Develop thorough marketing and messaging strategies and disseminate through targeted, coordinated, culturally-competent and consistent outreach campaigns
- Provide strategic communications direction for new initiatives, special program messaging and act as communications issue expert for hunger relief partners, network organizations and collaborators in hunger work statewide
- Act as an "internal reporter," seeking and sharing engaging stories, partner highlights, program features, and campaign updates
- Develop annual media goals, objectives, and strategies for departments across agency including, but not limited to, the Food Team, Operations, Advocacy, Senior Services, Farm, Development, Volunteer program and Nutrition Education
- In collaboration with the Creative & Marketing Manager, develop and execute the agency's Communications and Marketing plan, which includes campaign schedules, earned and paid media targets, advertising budgets, email marketing and ROIs
- Manage and oversee agency advertising budget
- Oversee media monitoring and prepare reports to evaluate the success of PR campaigns through key performance indicators (KPIs) to be shared with leadership, partners, sponsors and Board of Directors

- Negotiate agreements and contracts with media partners and 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 and interview opportunities.
- Coordinate local, state and national media requests with network partners, families and organizations
- Develop strong, thoughtful and strategic relationships with media influencers, reporters, assignment editors, on-air personalities and other media decision makers
- Provide media training and talking points to staff prior to media interviews, campaigns and special initiatives
- Train new and existing staff on agency messaging, style and presentation and enforce consistency
- Develop and disseminate strategic, on-message talking points for updates, initiatives and events to staff, volunteers, Board of Directors and appropriate external representatives, including the management of internal communications with Executive Leadership on new initiatives and policies.

Supervisory Responsibilities

This position has no supervisory responsibilities.

Education and/or Experience

Bachelor's degree (B.A.) from four-year college or university; 3+ years related experience and/or training; or equivalent combination of education and experience.

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 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

Certificates, Licenses, Registrations

Valid WI Driver's License

Salary Range: \$60,000-\$85,000