



of SANTA CLARA and  
SAN MATEO COUNTIES

## Position Announcement Director of Marketing and Communications

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### About Second Harvest Food Bank

Based in Silicon Valley, Second Harvest Food Bank of Santa Clara and San Mateo Counties is one of the largest food banks in the nation. Currently providing food to an average of 260,000 people every month, Second Harvest is a trusted community-based organization that was founded in 1974. Despite the immense wealth in Silicon Valley, and partly due to the high cost of living, hunger and malnutrition are pervasive. The Food Bank distributes nutritious food, including more fresh produce than almost any other food bank in the country, through a network of 309 nonprofit partners at 985 sites. Second Harvest is pursuing innovative efforts to increase access to food resources as it seeks to feed more hungry people each month. To reach more people, it advocates for anti-hunger policies and connects those in need to federal nutrition programs and other food resources. To learn more about how Second Harvest is building a hunger-free community, visit SHFB.org.

### About the Position

Second Harvest is seeking an outstanding Director of Marketing and Communications that can help us accomplish our mission of ensuring everyone who needs a healthy meal in Silicon Valley can get one. Second Harvest is a well-respected brand with a compelling mission, and we have a strong team. We need a leader to grow our brand awareness and build on our legacy. Second Harvest serves 260,000 individuals every month, providing them the nutritious food they need to thrive. The Director will lead the Marketing and Communication team to further the mission by 1) building awareness of the issue of food insecurity and the critical food assistance services the food bank provides for struggling families and individuals, 2) mobilizing the community to support the mission through financial and volunteer contributions, and 3) continuing groundbreaking work on client outreach and marketing to reach those that need Second Harvest's services and to reduce the stigma associated with seeking food assistance.

You'll help Second Harvest build a vision for how to mobilize our community to end hunger. You are a strategic thinker who can put strategy into action. You'll manage a team of creative professionals and inspire others with your creativity and passion. You are fun and curious. You are mission and metrics driven and have experience in branding, digital strategies, advertising, public relations, website development, social media, print collateral, direct marketing, events, and market research.

Our team has these core values: 1) We are in it together. 2) We are the face of the food bank. 3) Build trust through transparency. 4) We are grateful. 5) Make progress every day. 6) We celebrate. 7) Our clients are the core of what we do.

### Duties and Responsibilities

#### Marketing Strategy and Oversight

- Develop marketing and communications strategies that support Second Harvest's new strategic plan goals (new goals are expected in March 2019)

**CURTNER CENTER**  
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**BING CENTER**  
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- Own the branding strategy, including implementing the brand refresh and brand and style guidelines; socialize guidelines across the organization and ensure compliance to protect the brand integrity
- Evaluate and report on marketing and communications effectiveness while spearheading efforts for improvement
- Craft the vision for Second Harvest's online presence and drive the development and execution of digital strategies
- Ensure that events are strategic, integrated, meaningful for constituents, mission oriented, and achieve departmental deliverables
- Position Second Harvest as a thought leader in our community and on the larger stage
- Ensure that projects are completed on time, that they meet or exceed expectations, and that internal communication around projects is transparent and timely for the customer

### Writing and Creation

- Outstanding verbal and written communication skills that inform staff and inspire your team
- Value stories in the promotion of the food bank, both internally and externally
- Impeccable writing skills; lead the team in coordinating speech writing and messaging
- Provide editorial and creative direction for Second Harvest content, video scripts, and collateral pieces

### Leadership and Management

- Lead, coach and recognize a team of 10 marketing and communications professionals
- Develop and oversee the marketing budget
- Provide guidance and support regarding vendor selection and vendor management; review, negotiate and approve vendor contracts as appropriate

### Internal and External Partnerships

- Partner with the Vice President of Development and Marketing and the CEO to ensure that all strategies and related tactics are aligned with the organization's brand, direction and culture
- Translate department objectives and strategies into effective marketing and communications strategies
- Be a resource and partner to other members of the Second Harvest team, providing superb internal customer service
- Work with a variety of external partners on co-marketing and co-branding for projects, campaigns, and promotions

### Qualifications

#### Education

- You might have a Bachelor's or Master's degree, or a decade or more of experience. We'll consider the candidate with the right experience to lead this team.

#### Experience

- 10+ years progressive experience in business-to-customer marketing and communications.



- 5+ years successful management of talented teams and external vendors
- Highly developed interpersonal and internal negotiation skills and ability to build trust-based relationships inside and outside the organization
- Experienced in a collaborative, integrated, and cross-functional approach to marketing
- Demonstrated success in process improvement and project management
- Experience with fundraising campaigns

<b>Reports To:</b>	Vice President of Development and Marketing
<b>Location:</b>	4001 North First Street, San Jose, CA 95134
<b>Hours:</b>	Full-Time, Exempt. Regular schedule with occasional weekends and evenings.
<b>Compensation:</b>	Competitive salary commensurate with experience. Generous health benefits, Flexible Time Off (FTO) starting at 200 hours/year, ten paid holidays, and excellent retirement savings plan.

[\*\*CLICK HERE TO APPLY!\*\*](#)

**EOE**

**UNDER-REPRESENTED GROUPS ARE ENCOURAGED TO APPLY**

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