

# Position Announcement Communications Manager



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## About Second Harvest of Silicon Valley

Founded in 1974, Second Harvest of Silicon Valley is a trusted leader in ending local hunger and is one of the largest food banks in the nation. The organization distributes healthy groceries through a network of 310 partners at 1,000 sites in Santa Clara and San Mateo counties. Due to the prohibitively expensive cost of living in Silicon Valley, hunger is at an all-time high as more and more families are forced to sacrifice nutritious food for housing. Second Harvest is helping to keep people healthy by providing enough nutritious food for more than 58 million meals a year — half of which is fresh produce. Second Harvest also connects people to federal nutrition programs and other food resources, and advocates for anti-hunger policies on the local, state and national levels. To learn more about how Second Harvest is building a hunger-free community, visit [shfb.org](http://shfb.org).

## About the position

To fill this role successfully we are looking for someone who has a background in journalism, writing/editing, and/or marketing communications. This position will be responsible for both leading and supporting a variety of internal and external facing communication initiatives that are critical to the success of the organization. Additional functions of the job require ownership of project management, workflow improvements, annual planning, budgeting, and management of two long-term contractors who provide PR/media and writing support.

## Key responsibilities

### **Strategic planning (20%)**

The Communications Manager will own the development, planning, coordination, and implementation of Second Harvest's annual strategic communications plan in conjunction with senior and executive leadership input and approval. The outcome of this work will be the delivery of a strategic communications plan that will set the tone, determine themes and outline key messages that should underpin major communication efforts for the fiscal year.

### **Content creation (35%)**

Content generation – focused on client, volunteer, and donor storytelling – will be a cornerstone of this position. Working closely with Programs and Services, Volunteer Services, Development and Marketing, the Communications Manager will review the current storytelling process and create and implement a plan to improve the content pipeline. This work is especially important because the stories of our community help make the case for goals that have been set by the strategic plan, Second Harvest's annual development fundraising campaigns (Kids/Holiday), a comprehensive, multi-year fundraising campaign, and our outreach work on social media.

### **Editing/fact checking/statistics messaging (15%)**

The Communications Manager works closely with the Strategy and Advocacy team to understand and interpret statistics, while providing direction on the data's correct and accurate usage in developing a compelling narrative about the impact of our work at the food bank. This role will also provide editing support for critical, highly-visible communications that are written by other staff members and teams across the organization as needed. Ownership of accurate and updated public-facing third-party online profiles (such as Charity Navigator and Guidestar) are also managed by this position.

### **Management (15%)**

This position will manage and work with seasoned writing and PR/media consultants to ensure that the team's content is aligned and in support of the organization's goals as outlined in the strategic communications plan. Workload/resource management is required.

### **Project management (15%)**

The Communications Manager will be responsible for sourcing, updating, editing, and managing the content side of projects such as the annual report, financial footnotes, fact sheets, digital profiles, tour script, and marketing-owned webpages.

### **This job might be for you if you have:**

- A background in journalism, storytelling or content creation – with an emphasis on writing original content. We are looking for a team member who is comfortable talking to anyone, ranging from C-level executives to clients, volunteers, and donors, and telling their story in a respectful, compelling way.
- A love of project management and meeting deadlines – over communication about projects is your middle name.
- Experience creating and implementing a strategic communications plan for another nonprofit or community-based organization.
- An obsession with the news cycle and staying on top of current events that impact our core audiences.
- Attention to detail and strong editing skills, including knowledge of AP Style guidelines.
- Confident presence to source information, interface with multiple departments, and lead meetings with peers.
- The kind of personality that helps you quickly develop rapport and build trust with a variety of internal and external stakeholders.
- The desire to work with a close-knit team of compassionate, funny, and hardworking colleagues who believe in and support each other's efforts and success.
- Comfortable working in office cube in a team environment and being immersed in projects on a daily basis.

**Requirements:**

- A Bachelor’s degree, preferably in journalism, communications, marketing or a related field – or equivalent experience.
- Minimum of five years of experience in a writing, communications, or storytelling role.
- Comfortable working in a fast-paced environment where creative ideas abound.

If you meet the above qualifications and you are looking for an opportunity to make a difference in the community with a leading and well-resourced nonprofit organization and you want a position that allows for good work-life balance in Silicon Valley, apply today.

<b>Reports To:</b>	Director of Marketing and Communication
<b>Positions reporting to title:</b>	Writing & PR/Media Consultants
<b>Location:</b>	4001 North 1 <sup>st</sup> Street, San Jose, CA 95134
<b>Hours:</b>	40 hours/week, with some evening and weekend work as necessary.
<b>Compensation:</b>	Salaried.  Competitive salary commensurate with background and experience. Outstanding and generous health benefits program, Flexible Time Off, ten paid holidays, and retirement plan.

**EOE**

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