



Position Announcement

Senior Communications Manager

About Second Harvest of Silicon Valley

Founded in 1974, Second Harvest of Silicon Valley is a trusted leader in ending local hunger, distributing healthy groceries through a network of 310 partners at 1,000 sites in Santa Clara and San Mateo counties. This also makes Second Harvest one of the largest food banks in the nation. 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 over 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.

About the Position

To fill this role successfully we are looking for someone who has a background in marketing communications, market research and data/trend analysis. This position will be responsible leading a team of communicators and a variety of internal- and external-facing strategic communication initiatives that are critical to the success of the organization. Additional functions of the job require ownership strategic communications planning, organizational storytelling arcs, workflow improvements, annual planning, budgeting and people management.

Key responsibilities:

Strategic planning

The Senior 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.

Market research & analytics

Working closely with the Director of Marketing and Communications, the Director of Strategy, and the Vice President of Strategy and Advocacy, the Senior Marketing Communications Manager will be responsible for leading the effort to understand, interpret, publish and communicate about the organization's annual statistical reporting and creation of complementary messaging for a variety of external audiences. This position will also be responsible for understanding the landscape of food insecurity at the national and local level, as well as how other indicators of poverty impact access to food. Other research-based communications projects may be led as needed.

Development of communications tools



Curtner Center
750 Curtner Avenue
San Jose, CA 95125
408-266-8866

Cypress Center
4001 North First Street
San Jose, CA 95134
408-266-8866

Bing Center
1051 Bing Street
San Carlos, CA 94070
650-610-0800



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The Senior Communications Manager will be responsible for strategic oversight, guidance and assignment of a variety of communications tools and documents, including messaging decks, reports, presentation materials, crisis communications planning, thought leadership and annual reporting projects. The Senior Communications Manager also maintains ownership of accurate and updated public-facing third-party online profiles (such as Charity Navigator and Guidestar).

Management

This position will manage a team of three, with two direct reports including the Communications Manager and PR/Media Manager. The Senior Communications Manager will provide support, guidance, and prioritization of projects to their team, as well as help develop goals related to storytelling and gathering, proactive PR/media outreach and crisis communications planning.

Management of writing/editing contractors may also be required.

This job might be for you if:

- A background in marketing communications and market research.
- Experience creating and implementing a strategic communications plan for another nonprofit or community-based organization.
- An obsession with the news cycle, political landscape, and the knack for staying on top of current events that impact our core audiences.
- An ability to read and accurately interpret data; a gift for turning numbers into compelling messaging.
- 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 and management.
- 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.
- People management experience.

Qualifications

- At least 7 years of experience in a marketing, communications or research role with an emphasis on messaging.
- A 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



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SECOND HARVEST
of SILICON VALLEY

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- A bachelor's degree, preferably in journalism, communications, marketing, or a related field, or equivalent work experience.

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.

Reports To:	Director of Marketing and Communications
Positions Reporting to:	Communications Manager; PR/Media Manager
Location:	Second Harvest of Silicon Valley, Cypress Center, 4001 North 1 st Street, San Jose, CA 95134
Hours:	Full Time. With some evening and weekend work as necessary.
Compensation:	Exempt, Professional Level. Competitive salary commensurate with experience. Generous health benefits program, Flexible Time Off (FTO), Ten (10) paid holidays and excellent retirement savings plan.

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