



Marketing and Communications Manager Position Description – June 2023

Title:	Marketing and Communications Manager
Reports to:	Executive Director
Job status:	Part-time, non-exempt
Location:	440 Henderson St, Grass Valley, CA 95945
Hours:	18-22 hours weekly (weekly schedules will fluctuate)
Benefits:	Sick time accrued, cell phone reimbursement, flexible schedule, partly remote
Pay:	\$20-23 an hour depending on experience

About Interfaith Food Ministry (IFM)

Interfaith Food Ministry (IFM) has provided supplemental food in Western Nevada County since 1987, serving over a million seniors, families with children, and single adults who are in need of food assistance. IFM's mission is to feed the hungry and reduce food insecurity. IFM supports the community and partner agencies with free supplemental groceries while providing educational opportunities that reduce food insecurity and provide greater awareness of health and nutrition.

Summary

IFM is looking for a part-time Marketing and Communications Manager (MCM) to join our tight-knit, passionate, and impactful team. The MCM will work closely with staff, the board, member churches, donors, volunteers, community, and businesses to generate revenue, support, and community awareness of our mission. Reporting to and with support from the Executive Director (ED), the MCM is responsible for connecting people in the broader community to the organization's programs and opportunities. The MCM: manages marketing and public relations; plans and represents the organization at events; creates outreach materials; communicates with and manages donors; and completes other duties as assigned. The ideal candidate will have knowledge and passion for marketing, communications, and fundraising events. The MCM is expected to recruit, train, and oversee volunteers that will provide support and assistance.

Responsibilities include:

Marketing and Communications

- Coordinate public relations and social media activities including website, social media, print, radio, etc.
- Work with the ED to serve as spokespersons and advocates for IFM's mission within the local community
- Recruit, schedule, train, and coordinate volunteers as needed
- Draft brochures, sponsorship proposals, and media content
- Capture client and partner voices and stories to reflect the impact of IFM services
- Coordinate with ED to ensure communication and collaboration with member congregations

Fundraising and Events

- Work with the ED, to set annual fundraising goals and to create and implement plans to meet or exceed revenue goals
- Secure donations and business sponsorships through fundraisers, events, and food drives
- Recruit, schedule, train, and coordinate volunteers for food drives and fundraising
- Provide backup to the ED when needed, and assist with the annual report and annual meeting
- Support ED with: grant research, proposal submission, data tracking, and grant reporting

Donor Management and Acknowledgement

- Coordinate outreach and campaigns to acknowledge existing donors and attract new donors
- Coordinate with the ED, treasurer and volunteers to distribute regular reports and communications from IFM
- Manage and utilize an online donor management system (training provided)

Essential Traits

- Knowledge and passion for marketing, communications, community outreach, and relationships
- Outstanding interpersonal, communication, writing, and public speaking skills
- Demonstrated leadership and management skills
- Education and/or work experience in related fields
- Creative thinker and problem solver who enjoys identifying new opportunities and working collaboratively
- Enjoy planning and implementing all aspects of events and excels at tracking and executing multiple tasks
- Proficient at managing time and multiple projects at once
- Enjoy building marketing strategies and finding new ways to engage audiences
- Strong attention to detail and passion for great design
- An entrepreneurial, flexible, resourceful, and can work autonomously when necessary
- Computer literacy and a willingness to learn new programs and systems as needed
- Ability to use social media and the IFM website for fundraising and donor cultivation
- Strong alignment and commitment to IFM's mission

Preferred Skills and Qualifications

- At least 3-5 years' experience with a nonprofit fund development program, including recruiting major donors, coordinating fundraising events, and cultivating business sponsorships
- Experience in marketing and/or communications, including digital and print media
- Demonstrated event management experience, including planning, budgeting, marketing, logistics, and execution
- Experience in graphic design and proficiency using design software
- Strong copywriting and editing skills
- Experience building relationships and collaborating with diverse partners and stakeholders
- Some experience with outreach and/or public relations
- Experience with grant research, development, and reporting is a plus
- High computer proficiency (or willingness to learn), including file sharing and storage, Microsoft Office, Google applications, CRM system, FaceBook/Social Media, and website editing
- An understanding of justice, equity, diversity, and inclusion in the food sector

Physical and Personal Requirements

- Requires sitting at a computer for extended periods of time.
- Ability to lift 30 pounds
- California driver's license with auto insurance verification.
- Must be willing and able to work some weekends, evenings, and early mornings.

Application Process

Applications accepted on a rolling basis (first deadline is June 20th, 2023), and interviews begin in June. Ideal start date is between July 17th and August 1st, 2023. To apply, please send a cover letter, resume, and 1-3 samples of your work (writing, design, media, reports, etc.) to info@interfaithfoodministry.org with "Marketing and Communications Manager" in the subject line.

Questions? Call 530-273-8132.

Equal Opportunity and Non-Discrimination

Interfaith Food Ministry of Nevada County is an Equal Opportunity Provider and Employer and does not discriminate against persons on the basis of race, religion, color, ancestry, age, disability, genetic information, gender, gender identity, gender expression, marital status, medical condition, national origin, sex, sexual orientation, covered veteran status, or any other protected status.