

# San Antonio Food Bank

## Job Description



**Position Title:** *Communications Manager*  
**Accountable to:** *Director of Development*

### **General Description:**

The Communications Manager supports the Director of Development and the San Antonio Food Bank in ensuring that all media messaging is consistent with the mission of the organization. This position will also provide communications support for all departments.

### **Responsibilities:**

- ❑ Creates, plans, and project-manages media events and PR campaigns and works with Development Team to strategize on check presentations and donor recognition events
- ❑ Creates fact sheets for media; writes talking points and remarks for selected events & speakers
- ❑ Supervises Marketing/Internet Communications Coordinator (MICC) and oversees all online activity – website, blog, FaceBook, Twitter, etc.
- ❑ Works with MICC to create, respond, and follow up using a wide range of social media activities and use social media such as FaceBook and Twitter to represent the SAFB brand and engage the community
- ❑ Assists in updating website; provides content; ensures accuracy in content online and contained in press kits;
- ❑ Develops content for SAFB newsletter, e-newsletter, annual report, and other white papers.
- ❑ Interact with other departments to schedule and manage production and distribution of online action alerts and e-newsletters; participate in planning to make maximum use of website and Internet capabilities.
- ❑ Ensure message consistency across all online and offline platforms – fact sheets, brochures, newsletters, e-newsletters, website, blog, FaceBook, etc.
- ❑ Monitors and tracks media hits through Google alerts in a monthly report
- ❑ Develops and manages an SAFB Celebrity Council, similar to Feeding America Celebrity Council
- ❑ Manages and the SAFB Speakers Bureau; books staff for speaking engagements
- ❑ To comply with and abide by all personnel policies and accepts additional duties as assigned by the Director of Development.

### **Qualifications:**

- ❑ Bachelor's degree required, preferably in Public Relations, Marketing, Community Relations, or Journalism
- ❑ 3 to 5 years of related non-profit or for-profit management experience in Public Relations, Marketing, Community Relations, or Journalism
- ❑ Experience working on multiple projects with minimal supervision
- ❑ Experience working in a web-based environment with the ability to stay current with fast-changing media

- ❑ Knowledge of current events and ability to network effectively
- ❑ Creative writing skills demonstrating clarity and on-target messaging
- ❑ Effective public presentation skills in small and large groups
- ❑ Organized and detail-oriented.
- ❑ Ability to work cooperatively with other Food Bank staff and volunteers.

**Send Resumes with a Cover Letters to [hksafb@safodbank.org](mailto:hksafb@safodbank.org)**