



**Position Description: Communications Manager, posted Oct 17, 2019**

<b>Reports to</b>	Director of Development and Communications
<b>Direct Reports</b>	None
<b>Full-Time</b>	40 hours a week. Exempt.

Interested in using your communications skills to contribute to food security? Do you want to be challenged at work, work in an organization that values equity and community engagement, have fun, and make a significant impact? Manna Food Center is seeking a Communications Manager to expand awareness of our community work through effective story telling.

Manna Food Center has been providing food assistance to residents of Montgomery County, MD for more than 35 years. Through food distribution programs, nutrition education, and advocacy Manna is creating a community where all people at all times have access to safe, sufficient, nutritious food in order to lead fulfilling lives and contribute to making Montgomery County a place where all live in dignity. We seek a creative, enthusiastic Communications Manager who will be pivotal to our plans to expand and evolve our agency.

**JOB SUMMARY:**

Develop and implement marketing and communications plans for Manna Food Center. Ensure that Manna continues to implement best practices in marketing, public relations and communications with a focus on increased donor engagement and greater community awareness of Manna's brand, programs and services.

The Communications Manager will work seamlessly with the Director of Development and Communications (DoD) on strategic communications, marketing strategy, fundraising, and capital campaign engagement.

**SUMMARY OF ESSENTIAL JOB FUNCTIONS:**

- Ensure consistency in organizational voice, aesthetics, and brand standards across multiple channels.
- Craft strong and engaging copy for projects including but not limited to: emails, banners, marketing collateral (white papers, brochures, flyers, infographs), social media, direct mail and newsletters.
- Coordinate the production of print materials, including: Annual Report, Annual Appeal Letter and quarterly Manna print newsletters. Work closely with the DOD to manage the content development, writing and editing, along with the external process with the mail house, graphic designer and printer.
- Support email marketing efforts by working with the Development and Programs teams to craft content strategy. Support content creation and manage email design and timely distribution.
- Develop and promote digital fundraising campaigns throughout the year, including: DoMore24, #GivingTuesday, Year-End, matching gift challenges.
- Support special events across the organization through assistance with invitations, collateral, and promotion. Occasional night and weekend event attendance required.
- Work collaboratively with Capital Campaign team to develop collateral materials, including white papers, brochures, and sponsorship packages.

**EDUCATION & EXPERIENCE:**

- Bachelor's degree with at least 3-5 years relevant experience in communications, public relations, marketing, or related field
- Technology experience: Adobe Creative Suite (InDesign, Illustrator, Photoshop), Microsoft Office
- Online experience: website CMS (WordPress), social media marketing (CoSchedule, LinkedIn, Twitter, Facebook advertising), e-mail marketing (Constant Contact), Canva
- Nonprofit experience (paid or volunteer) and familiarity with Montgomery County preferred.

**REQUIREMENTS:**

Successful candidate will possess excellent oral and written communications skills and will have a proven ability to prioritize multiple projects, meet deadlines, and produce outstanding results in a fast-paced nonprofit environment with limited resources. Successful candidate will have a collegial, collaborative approach to interactions with colleagues and will be comfortable working with colleagues at all levels of the organization. Must be well-organized with strong attention to detail; a proactive problem solver; able to work independently and within a team framework; and able to receive constructive feedback.

This position will work out of Manna's Silver Spring office, with frequent travel to our Gaithersburg warehouse, food distribution and events throughout Montgomery County. Regular telecommuting possible after introductory period.

**SALARY:** \$45,000 – \$55,000, depending on experience.

**To apply, send your resume and cover letter to [jobs@mannafood.org](mailto:jobs@mannafood.org) with "Communications Manager" in the subject line by November 8.**

**Physical Demands**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is regularly required to remain in a stationary position 75% of the time. The person in this position needs to occasionally move about inside the office to access file cabinets, office machinery, etc. The employee constantly operates a computer and other office productivity machinery, such as a calculator, copy machine, and computer printer. The person in this position frequently communicates with the public, volunteers and vendors and must be able to exchange accurate information in these situations. The employee must occasionally move objects up to 30 pounds.

**Environmental Conditions**

The employee will be exposed to a variety of fluctuating environmental conditions within the building including heat and cold. The employee must be able to work in these conditions for up to 2 hours at a time.

**Equity Commitment**

Manna Food Center is committed to serving as an ally for racial justice and is proud to be an equal opportunity employer. We are fully committed to equity and believe deeply in diversity of race, gender, sexual orientation, religion, ethnicity, and national origin. Applicants with lived experience of our service area are encouraged to apply.

**Disclaimer**

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification and are subject to change at any time. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.