



Title: Marketing & Communications Officer

Reports to: CDO

Position Summary

This position is responsible for leading Mountaineer Food Bank's communications, public relations, and marketing efforts.

Attributes & Values

- Passion, focus, and creativity around Food Bank vision, mission, and values.
- Strong work ethic with orientation toward innovation, action and continuous improvement
- Internal drive to challenge the organization, themselves and the team to move the needle in our organizational mission.

- **Teamwork**- collaborator who enjoys working together to meet goals.
- **Relationship Management**- ability to work with team on multiple relationships-internal and external (staff, donors and member agency partners, etc.)
- **Relatability**- Ability to relate effectively with other staff, volunteers, agency representatives and the general public.
- **Positive Attitude**- Ability to work through different circumstances (change of schedule, weather, etc.) with a positive attitude.
- **Communicator**- Able to communicate with people in a variety of ways including through mass media, digital, social media and in-person.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Marketing

- Help feed West Virginia's hungry through daily actions as a member of the Mountaineer Food Bank development team
- Develop, manage and execute an annual strategic marketing and communications plan for MFB to span across all communication media (online and offline) and reach appropriate target audiences, based upon specific performance goals.
- Foster best practices and execute marketing campaigns to increase foot traffic (physical and social)
- Oversee and design the creative direction of all branding campaigns.
- Develop, manage, and produce materials to create a cohesive image and message for print and all offline communication vehicles, including, but not limited to the following: Direct mail, newsletter; brochures and information kits; annual report; events (invitations, postcards, etc.); press kits, and media ads (print and radio). Oversee design



and printing. Ensure that all materials are developed and distributed according to an appropriate timeline.

- Assist in establishing marketing budget and ensure budgeted expenses and return on investment targets are met for the marketing projects assigned.
- Assist in formulation and execution of new events that fit the MFB brand.
- Ability to organize and use market research.

Interactive/Creative Services

- Oversee updates and ongoing enhancement to Internet website.
- Produce printed and online communication material used in internal and external marketing-communications initiatives.
- Maintain a high standard of quality and visual consistency in printed and electronic materials.
- Develop creative content (includes digital and interactive content).

Communication and Public Affairs

- Oversee all public relations activities
- Manage media projects, including press releases, media advisories, and announcements.
- Generate story line opportunities utilizing new media and traditional outlets.
- Plan and manage external communication efforts, including but not limited to publicity for events, program launches, breaking news, etc.
- Drive brand-specific public relations activity.
- Develop, manage, and maintain all online communication vehicles, including but not limited to the website; emails; and online social media, including Facebook, Twitter, blogs, etc.

Other

- Ability to work with volunteers as needed
- Other duties as assigned by the CDO

EXPERIENCE:

Preferred to have Bachelor's Degree in Marketing, PR/Communications, Journalism or a related field.

SKILLS:

- Superior Microsoft Office Skills
- Strong writing and oral communication skills
- Strong Editing Skills
- Basic design and layout experience (Adobe, Publisher, Canva etc.)
- Strong personnel management techniques and experience.
- Ability to keep records and organization.



- Excellent communication skills to professionally represent the Mountaineer Food Bank.

Physical, Mental, and Environmental Requirements:

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:

- Work in an office setting either remotely or at MFB with occasional travel to other locations in MFB's footprint.
- Sit, stand, walk, bend, kneel, and use hands, arms, and legs for dexterity, balance and climbing stairs.
- Must be able to sit for prolonged periods of time.
- Occasionally required to operate office equipment and machines, and recognize safety hazards in the workplace.
- Must be able to lift, carry, and balance objects weighing up to 25 pounds.
- Must be able to hear, see, read, and communicate verbally and in writing frequently with a wide range of people from divergent socio-economic and cultural backgrounds and origins.

This position is full-time salaried with benefits (health, life, dental, vision, PTO, paid holidays and 401k option). Full time salaried positions work an average of 38-45 hours per week.

Mountaineer Food Bank is an equal opportunity employer.

2024/BG