

We're currently looking for a Director of Marketing & Communications with experience in an active and dynamic environment. Reporting to the Chief Development Officer (CDO), the Director of Marketing & Communications is responsible for creating a dynamic communications & marketing, media, and creative strategy to raise the visibility of the Los Angeles Regional Food Bank, which secures over \$60 million in donated product and \$17 million in contributions, government revenue and service fees annually. To succeed in this role the chosen candidate will possess:

- Solid marketing, media, and creative experience to raise the visibility of the Los Angeles Regional Food Bank in Los Angeles County and to help drive community engagement and fundraising revenue
- Ability to plan, conduct and evaluate promotions, programs, and projects, analyzing data and measuring ROI on planned activity.
- Excellent interpersonal/communication skills; Ability to collaborate effectively with leadership, peers, and colleagues on the Development team and across the organization.

RESPONSIBILITIES

Lead the organization's marketing, communications, and media efforts. The Director will be responsible for creating a dynamic communications & marketing, media, and creative strategy to raise the visibility of the Los Angeles Regional Food Bank in Los Angeles County, to increase community engagement and to help drive fundraising revenue. This includes the design and execution of external communications, media relations, publications, social media, and collateral materials to enhance community awareness of the Food Bank's programs and accomplishments. Supports the marketing and communication aspects of events and other Development activities, and proposes communications policies and procedures for internal use. Builds relationships and creates strategies for policy initiatives to support the Food Bank.

QUALIFICATIONS

Commitment to the mission, vision and values of the Los Angeles Regional Food Bank; Superb interpersonal communications skills; ability to collaborate effectively with leadership, peers, and colleagues on the Development team and across the organization; Experience in creating and implementing a multi-channel marketing plan that includes measurements/indicators, action plans, and assessment; Strong computer skills with proficiency in Microsoft Office products including Word, Excel and PowerPoint; Outstanding desktop publishing skills; Self-starter who is able to work with a minimum of supervision; Bachelor's degree in Public Relations, Journalism or Marketing with minimum of five (5) years' experience in a non-profit environment managing marketing and communications; Strong knowledge and experience with social media and social networking, including Facebook and Twitter; Photography and videography experience required; Good familiarity with Southern California media outlets; Insured vehicle with valid California driver license.

We offer a competitive benefits package, including comprehensive medical, dental and vision plans; life insurance; Employee Assistance and long-term disability plans; flexible spending accounts and a 403(b) retirement savings plan. If interested in this position, please submit a resume with cover letter and salary history/requirements directly at jobs@lafoodbank.org. **Please do not send resume only.**

As a part of the Food Bank's pre-employment screening process, all potential employees are subject to a Criminal Background Check. Los Angeles Regional Food Bank is proud to be an "Equal Opportunity Employer".