



Position Description

Position Title:	Communications Specialist	Direct Reports:	None
Department:	Communications	Classification:	Exempt
Location:	Kent County	Position Status:	Full Time
Reports To:	Director of Communications and Education	Approved Date:	
		Revision Date:	

Position Summary:

The Communications Specialist is accountable for internal and external communications with an emphasis on storytelling and project management. This position supports the organization by implementing communications strategies through multimedia campaigns.

Organizational Values:

Kids' Food Basket believes all children have a right to equitable, consistent access to the nutrition they need to grow.

Since its inception in 2002, Kids' Food Basket has grown from serving 125 students in Kent County to serving thousands of children daily across four counties (Kent, Ottawa, Allegan and Muskegon) with healthy nourishing meals through our flagship Sack Supper program and other community-driven meal provision programming.

In addition, over the past two decades, Kids' Food Basket has also increased healthy food access for our communities through the growth and distribution of sustainably grown produce on our two chemical-free farms. Nourishing healthier generations of children is at the core of Kids' Food Basket's mission and is what we strive for daily through our five commitments:

- **Nourish:** We feed our future by providing healthy, nutritious, ready-to-eat meals each weekday to children experiencing food insecurity.
- **Grow:** We increase healthy food access for our communities through the growth and distribution of sustainably grown vegetables and fruits on our chemical-free farms.
- **Learn:** We use our facilities and farms as classrooms to foster a deeper understanding of where food comes from and why it is important, empowering children to make lifelong healthy choices.
- **Engage:** We invite and include diverse perspectives to increase culturally responsive solutions and food equity in West Michigan.
- **Advocate:** We strive to increase our community's understanding of food access, why it is important and what we can do to ensure good food for generations.

Job Responsibilities:

1. Assist in the development of the overall communications strategy. Develop and execute internal and external communications plans.
2. Help strengthen the organizational brand by upholding best practices in graphic design and by creating and adapting content for multiple channels.

3. Responsible for managing the Communications internal requests inbox and daily workflow.
4. Develop content for appeals, communications collateral, impact reports newsletters, blogs, web, social media and special projects as needed with cross-departmental content collection.
5. Support photography and/or videography for social media, communications pieces, appeals, impact reports, campaigns, events, etc.
6. Provide digital media support, including social media and basic website support.
7. Coordinates the promotion of events, programs and advocacy through social media, online, print and other media platforms.
8. Support and facilitate the development and implementation of marketing plans and tactics to support the goals of various internal departments.
9. Ensure all communications activities align with the organization's branding and messaging platform standards.
10. Work closely with leadership to formulate organization internal communication response for emergency or timely situations.
11. Stay current on marketing and communications industry trends and best practices.
12. Support external vendor meetings to ensure project success.
13. Assists with grants applications as needed.
14. Travels to regional locations as needed.
15. Other duties as assigned.

Supervision Received:

General Direction: Plans and arranges own work. Uses a wide range of procedures to accomplish assigned objectives.

Supervisory Responsibilities:

Informal leading: Project management of team members and interns working within department. Responsible for assigning and scheduling project-based work. Provides training and coaching.

Education & Experience:

1. Associate degree required. Bachelor's degree preferred.
2. Four (4) or more years of relevant experience.
3. Bilingual (Spanish) preferred.
4. Valid driver's license.

Other Knowledge, Skills & Abilities:

1. Proficient in Microsoft Office Suite.
2. Excellent project management skills with the ability to manage complex and long-range projects while meeting deadlines.
3. Proficiency in Adobe Premiere Pro, Adobe Illustrator and Adobe Photoshop preferred.
4. Experience with photography and video editing software, Adobe Illustrator and Photoshop preferred.
5. Experience project management software, content management systems and digital marketing platforms.
6. Proficiency in WordPress and Luminare Online preferred.
7. Excellent written and verbal communication skills.
8. Ability to write persuasively.
9. General understanding of philanthropy, stewardship and community outreach.
10. Ability to adapt to change, conceptualize and think creatively.
11. Ability to solve problems, analyze data and make suggestions for improvement.
12. Ability to work evening and weekend events.
13. A sense of optimism and an assets-based way of viewing people and situations.
14. Ability to effectively interact with a diverse population from various ethnic and socioeconomic backgrounds.
15. Have a desire to develop a basic understanding of hunger and poverty issues in West Michigan.

Physical Requirements:

Average Daily Physical Requirements	None	On Occasion	Less than 2 hours	2 to 5 hours	More than 5 hours
Work in stationary position					x
Move about work area				x	
Use hands/fingers to handle or feel					x
Reach with hands and arms		x			
Ascend/Descend (stairs/ladder/etc.)		x			
Bend, stoop, kneel, crouch, or crawl		x			
Communicate with various parties					x
Detect flavors or smells	x				
Ability to push, pull, and lift up to 30 pounds		x			
Visual acuity					x
Read and understand written word					x
Drive/Travel			x		
Operate computer and general office machines					x
Operate Machines:	x				
Other:					

Environmental Conditions:

Average Daily Environmental Conditions	None	On Occasion	Less than 2 hours	2 to 5 hours	More than 5 hours
Normal office environment: No exposure to extreme heat, cold, noise or chemicals or hazardous equipment.					x
Warehouse environment: Exposure to dust, warehouse equipment, varied temperatures, and noise.		x			
Farm: Regular and continuous exposure to outside elements such as weather, animals, insects, etc.		x			
Travel: Limited exposure to outside elements.			x		
Other:					

This job description does not list all duties of the job. Employees may be asked by management to perform other duties as needed. The Company reserves the right to revise this job description at any time. This job description is not a contract for employment and does not infringe upon the Company's at will employment status.

Benefits:

Kids' Food Basket offers a competitive benefits package to full-time employees including medical, dental, vision, short-term disability, life/accidental death & dismemberment, flexible spending accounts, 401(k) plan with employer match, a generous PTO policy with 4 weeks in the first year of employment, paid holidays and more. Benefits eligibility begins on the first day of the month following the date of hire. 401(k) plan eligibility is after 6 months of employment.

Equal Employment Opportunities

Kids' Food Basket provides Equal Employment Opportunities (EEO) to all applicants for employment without regard to race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, height, weight, marital status, genetic information, qualified disability, veteran status or any other protected characteristic. In addition to federal law requirements, we comply with applicable state and local laws governing nondiscrimination in employment.

To be considered for the position, please send your cover letter, resume and compensation requirements to humanresources@kidsfoodbasket.org

Applications will be accepted and reviewed on a rolling basis.