

Marketing & Communications Manager
Food Literacy Center
Sacramento, CA

About Us:

At Food Literacy Center, ***we inspire kids to eat their vegetables***. Food Literacy Center came to life in July 2011 to fill a critical gap: we engage volunteers and staff to help children improve their knowledge, attitude, and behavior towards healthy food. Partnering with afterschool programs and libraries, we teach food literacy education to 1,000 (and growing!) K-6th graders in low-income schools a week, using fun, approachable lessons teaching kids to cook, about nutrition, and where their food comes from. Our kids become food adventurers!

Why our work matters:

- Despite being America's Farm-to-Fork Capital, Sacramento has a 40% childhood obesity rate, and many students and families live in food deserts.
- Overweight kids have a 70-80% chance of staying overweight for their entire lives, and obesity disproportionately affects low-income and minority children.
- Obesity is now regarded as more damaging than smoking or drinking.
- Being overweight can negatively impact a child's self-esteem, behavior, friendships, and academic performance.
- All of these problems are preventable--if we eat our vegetables. But we have two generations of Americans who do not know how. That's where we come in.

We believe food literacy matters. Learn more about us at www.foodliteracycenter.org.

About this peachy position:

The Marketing & Communications Manager is an exciting role at Food Literacy Center. Reporting to the CEO, this role supports all external communications activities of the organization. This is a fantastic role for someone with nonprofit marketing and communications experience.

Here's what you'll do as our Marketing & Communications Manager:

Assist the agency in meeting its fundraising and outreach goals by creating compelling, polished brand content and overseeing its execution. Lead and deliver brand strategies that support programs, fundraising, and all the nonprofit's external needs.

Create the brand plan to best communicate our mission to the community and to our target audiences while helping the development team meet all fundraising goals and the program team meet all grant objectives for funders, with a focus on growing our revenue as the agency grows. You'll create a plan to hit the following goals:

- **Written Communications:** Create communications strategies and write content in the nonprofit's voice to its target audiences for social media, traditional media, website, email, printed materials, donor materials, talking points, program materials, and other organizational communications. Possess an excellent grasp of written English and proofread all external documents.

- Social Media & Website: Create and execute content plans to increase web traffic and social media following, while meeting revenue goals with regular reporting to CEO and partners.
- Email Marketing: Align content strategy to meet the program and fundraising goals of the nonprofit, working closely with the development manager and CEO. Increase email subscribers and meet campaign goals.
- Earned Media & PR: Secure placement for regular stories in print and on TV. You'll also build national and local media relationships. You will craft compelling talking points.
- Graphic Design, Print Materials: Create and/or oversee all publications and ensure timely distribution, including Annual Report, donor mailings, information sheets, marketing reports, swag, and other marketing materials.
- Special Events: Assist with marketing, communications, and planning for events, working closely with the development team.
- Data: Coordinate mail and email lists, particularly in preparation for campaigns like Food Literacy Month, Big Day of Giving, etc. Maintain accurate records in the donor database.

In addition, you'll collaborate with the CEO on other strategies, logistics, and initiatives as needed.

As Marketing & Communications Manager, you'll exhibit these competencies:

- Communication: You have compelling written and verbal communication skills. As an ambassador of the agency, you are an inspiring leader representing the brand. You demonstrate clear written and verbal communication skills. You keep all team members in the loop consistently. You write English with precise accuracy, including grammar and punctuation.
- Achievement Orientation: With a strong desire to make things happen, you demonstrate an ability to meet and exceed goals with an eye for both quality and efficiency. You are creative and resourceful in your approach and know how to pull in the right resources to get things done well.
- Project Management: You're a strong planner. You set priorities, anticipate future needs, and lean into challenges. You exercise discretion when making decisions and have a knack for understanding the best path forward.
- Relationship Development & Management: You cultivate transformational relationships both inside of the organization and externally. You are savvy at creating opportunities for partners to engage and advance the work of Food Literacy Center. You thrive in a team atmosphere.
- Visionary: You can see beyond today and you're excited to innovate, build, and grow. You are motivating to staff, a strategic thinker, and have the ability to see tomorrow while getting things done today. You help rally action toward the future.
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All about you!

You'll be successful in this position if you:

- Have a deep commitment to the mission of Food Literacy Center
- Are highly motivated, able to self-manage, flexible, able to multitask, and maintain the confidentiality of sensitive information
- Have proven success with 5+ years in marketing and communications in a nonprofit organization
- Share our team's values and behaviors
- Have a high degree of comfort with change and ambiguity
- Have a bachelor's degree or equivalent experience

- Have experience in a leadership role

Extra points if you

- Have an understanding or familiarity with local food, food systems, and nutrition
- Have basic cooking skills (Home cooking is OK!)
- Are bilingual in Spanish or Hmong

Other things to know:

We offer a unique, healthy work culture that celebrates teamwork and vegetable eating!

- This is a full-time, exempt position that is benefits-eligible. Compensation starts at \$28/hour, depending on experience.
- Benefits include cell phone reimbursement, health care, and a PTO package.
- Given that we are a start-up nonprofit in growth mode, a flexible schedule is necessary. This position does require some nights and weekends
- There is minimal travel required for this position. You'll need to be able to lift 50 lbs
- This position requires you to travel throughout Sacramento, so a California driver's license and proof of insurance are required
- We love our veggies, so a vegetable costume may be worn on occasion!
- Because food literacy is at our core, we require all employees to successfully complete Food Literacy Academy certification and become a certified food handler. Food Literacy Center will provide the resources to certify you in these areas.
- Additionally, you must pass a Department of Justice background check and have a negative TB test.
- Proof of COVID vaccination is required.

Ready to apply? Great!

Please submit a resume and thoughtful cover letter to amber@foodliteracycenter.org, subject: Marketing & Communications Manager. This position will remain open until filled. *No phone calls, please.*

Food Literacy Center is an Equal Opportunity Employer. We encourage applicants of a diverse background to apply. Benefits include cell phone reimbursement, health care, and a generous PTO package.