

**Director of Marketing & Public Relations**  
**Second Harvest Food Bank of Greater New Orleans and Acadiana**  
**November 2022**

**Position Summary**

The Director of Marketing & Public Relations will build the organization's brand throughout our 23-parish service area including metro New Orleans, the Northshore, the Bayou and River parishes, Acadiana and Southwest Louisiana. In order to achieve the organization's ten-year strategic plan, the Director of Marketing & Communications will be responsible for planning, development, and implementation of all marketing strategies, communications, and public relations activities.

**Organization Description**

Founded in 1982 to address hunger in our community, Second Harvest Food Bank's mission is to lead the fight against hunger and build food security in South Louisiana by providing food access, advocacy, education, and disaster response. Through our life-changing, life-saving programs and our partner network of over 700 agencies we are meeting the direct needs of the individuals, children, and seniors we serve across 23 parishes, as well as providing the education and life skills support they need to help lift themselves and their families out of poverty. In fiscal year 2022, Second Harvest distributed more than 40 million meals to more than 300 thousand people through a variety of programs and initiatives. In addition to addressing the challenges of food insecurity, Second Harvest has been here for the community during the COVID-19 pandemic, as well as Hurricanes Laura, Delta, and Ida.

**Primary relationships**

The position reports to the Chief Strategy Officer. Within the organization, the position has one direct report and primary working relationships with staff of the resource development, community outreach, impact, operations, finance and human resources teams. Outside the organization, the position coordinates with the media, partner agencies and various vendors.

**Principal accountabilities**

***Planning and Budgeting***

- Plan and implement a comprehensive marketing plan, including paid and earned media campaigns that advance Second Harvest's brand identity, broadens awareness of its programs and priorities, and increases the visibility of its programs across key stakeholder audiences and geographical locations. Adjust throughout the year to the plan when necessary to address evolving needs.
- Monitor analytics and create reports detailing the successes and failures of communications campaigns and strategies.
- Ensure that the organization regularly conducts relevant market research and coordinate and oversee this activity. Monitor trends.

***Content creation***

- Lead the collection and curation of stories about the people we serve, our partner agencies, volunteers, and team members to share with the public. Stories can be in written, audio or video, depending on how they are disseminated.

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- Work with key stakeholders in developing content ideas, schedules, and creative direction for organization's website, social media, newsletters, and collateral in line with the organization's strategy.
- Manage the preparation of the organization's annual report, quarterly newsletters, monthly impact reports, and other publications or correspondence for stakeholder outreach.
- Lead the production of marketing materials and prepare graphics to support the organization's communications and marketing efforts, including e-newsletters, brochures, event invites, community posts, announcements, media alerts and releases, etc., consistent with brand guidelines that increase engagement and visibility of Second Harvest.

***Market and Publicize agency's work***

- Assist Chief Strategy Officer to ensure articulation of Organization's desired image and position, assure consistent communication of image and position throughout the Organization, and assure communication of image and position to all constituencies, both internal and external.
- Develop and execute outreach strategies using earned media, social media, advertising, direct mail, or other tools, to share organization's messaging with a wide range of stakeholders.
- Utilize social media and digital communications (including the website) to build awareness, garner support, and advocate for the organization's vision and mission.
- Establish and maintain relationships with national and local media to ensure a steady flow of earned media; Produce media alerts and releases about agency's work and accomplishments. Respond to media requests on a timely basis.

***Disaster and Crisis Communications***

- Lead the execution for all communications related to crisis events (hurricanes and other natural disasters, cyber-attack, pandemic, government shutdown, etc.)
- Write messaging including press releases, talking points, social media copy and development other content for external and internal audiences
- Develop and oversee social media monitoring reporting as well as identifying social media trends by leveraging measurement platforms.
- Collect and curate stories about the people we serve, our partner agencies, volunteers and team members that highlights our disaster response to share with the public

***Managing***

- Engage and manage vendors as needed for the provision of marketing and/or advertising support.
- Directly manage the Communications team.
- Coordinate the appearance of all Organization print and electronic materials such as letterhead, use of logo, brochures, etc.

**Compensation**

Salary is commensurate with experience; the salary range starts at \$85,000. This position is exempt, and the employee will be eligible for the Second Harvest Food Bank's competitive health and benefits plan.

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**Qualifications**

- Demonstrated skills, knowledge and experience in the design and execution of marketing, communications and public relations plans.
- Experience developing and managing budgets, and hiring, training, developing, supervising and training personnel.
- Excellent written and verbal communications skills
- Demonstrated successful experience writing press releases, making presentations and negotiating with media.
- Experience overseeing the design and production of print materials and publications.
- Computer literacy in MS Office Suite, Adobe In-Design; experience with Adobe Premier Pro a plus.
- A commitment to remain in town during a disaster, such as a hurricane, and a willingness to “do what it takes” to help the organization respond to the needs of the community.
- Ability to manage multiple projects at a time.
- Strong attention to detail and proofreading skills.
- Commitment to working with shared leadership and in cross-functional teams.