

# Manager, Communications and Community Partnerships

## Job Description

All applications must include a cover letter. Applications without a cover letter will not be considered.

Reporting to the Executive Director, the Manager, Communications and Community Partnerships oversees the organization's communications and community partnerships, fundraising and event coordination that support the vision, mission and strategic plan including the annual operating plan and signature "Breakfast with the Bank" fundraiser. This role manages the needs of both internal and external stakeholders, supports the management team to provide communications leadership and to ensure consistent communications across a variety of channels. The manager writes content, develops strategic, data-driven communications, increases, and maintains donors, as well as marketing the Surrey Food Bank in accordance with the strategic plan. This is a leadership and supervisory role.

## Responsibilities

### **Leadership and Management**

- Ensures compliance to minimum standards in accordance with all government legislation, regulations, including Human Rights and guidelines pertinent to the organization's role as an employer and non-profit agency.
- Assists in the creation and maintenance of budgets relating to events advertising and marketing.
- Ensures occupational health and safety legislative requirements are met within area of responsibility, safety reports are actioned, workplace inspections are completed, and safe work practices are in place.
- Coaches and develops direct reports to increase employee engagement, translates the strategy and annual plan into the day-to-day work activities of direct reports and create a psychologically safe and healthy workplace; ensures the development of their annual learning plans.

- Provides full supervision to direct reports which includes approval of overtime and vacation, granting leaves of absences, promotion of attendance and return to work programs, assessment of duty to accommodate requests, probation period reviews, orientation and training, initiation of preventive coaching, sets verbal/written expectations and acts on progressive discipline up to termination.
- Responds to complaints from employees under the Workplace Bullying, Harassment and Violence Policy. Receives verbal or written complaints. If verbal, completes required paperwork, notifies applicable persons, investigates, and responds to employee(s). Escalates as required pursuant to the policy.

## Communications

- Leads the development and execution of internal and external communications strategies to ensure that the organization's vision, mission, values, strategic and annual operating plans, team and community engagement activities are consistently communicated, understood, and embedded.
- Oversees communications, from web presence to external relations, video production and events, and media releases to create a stronger brand and enhance reputation of the organization through various platforms such as Facebook, Twitter, Instagram, YouTube, and other social media accounts.
- Reviews communication across the organization to develop, maintain and communicate standards and processes for internal communications to ensure clarity, simplicity, style consistency and brand alignment including communications brand alignment including communications measurement strategies.
- Develops and manages issues and crisis communications' management. Drafts communication for the Executive Director's approval.
- Coordinates marketing activities to ensure maximum branding impact, consistency and return on investments.
- Cultivates and coordinates Meet the Bank tours for schools and other groups, along with events and food drives.

- Scans the environment and industry for emerging technologies, trends and practices and makes recommendations and acts to improve the communication vehicles.
- Coordinates and/or delegates events as assigned by the Executive Director, by booking venues, arranging for speakers and audio equipment, preparing presentations, providing directions to volunteers and staff.
- Acts as the key contact for all national Food Banks Canada food and fundraising campaigns and participates in the creation and distribution of all marketing materials.
- Supports the Executive Director with development of the annual operating plans and quarterly newsletters by sourcing content, designing, and creating newsletters and annual report; creates roll-out communication plans.
- Supports the board on communications as directed by the Executive Director.
- Drafts briefing notes, especially related to issues management in media and the Surrey Food Bank in the news for the Executive Director's review and forwarding to the board.

### **Fundraising and Community Partnerships**

- Expands local revenue generating and fundraising activities to support existing programs and expansion goals, i.e. legacy giving program, social media, etc.
- Develops partnerships, networks, and establishes relationships with sponsors, donors, and community leaders.
- Speaks and attends applicable community events, ensuring a high profile for the organization at local and provincial levels. Communicates program activities and results, highlights successes and promotion of the vision and mission of the organization.
- Research the sources and identify potential donors – through media, presentations, community events, local businesses, food industry, existing donors, friends, neighbours, and veterans
- Cultivation of new, existing, and former donors by visitations, follow-up calls, sending newsletters, media coverage, inform of events, offer tours, and highlights the different programs within Surrey Food Bank.

- Educates, informs, markets and build awareness through presentations, advertising, media, Radio programs, community events, open houses, posters, Board of Trade, Rotary, Lions Clubs, social media, businesses, board members, unions, and existing donors.
- Actively solicits donations through various events and community opportunities – such as, newsletters, websites, Breakfast with the Bank Table Captains, Board of Trade, food drives, local businesses, food industry, veteran legions, and radio/television programs
- Recognizes and thank donors by follow-up telephone calls, recognition in newspapers and newsletter, the organization's website, and handwritten card/letter in a prompt and timely manner. Acknowledges regular and large donors with, plaques, certificates, or prints.
- Establishes and maintains relationships by informal visits, regular updates, invites to events, newsletters, providing volunteering opportunities and tours.
- Maintains the donor database and tracks budget targets.
- Maintains the Surrey Food Bank's annual fundraising calendar of events.

### **Social Media**

- Generate, edit, publish, and share content (original text, images, video, or HTML) that builds meaningful connections.
- Moderate all users-generated content on social media platforms.
- Ensures that all platforms are unified in look i.e., logo, colours etc.

### **Other**

- Performs other related duties as assigned by the Executive Director.

### **Qualifications**

#### **Specific Requirements**

- Bachelor's degree in communications, journalism or business with five years' recent related experience or an equivalent combination of education, communications, and fundraising.

- Experience in public engagement, strategic communications planning, media relations, stakeholder communications, and digital channel development.
- Fluency in English, both written and oral, is required. Other languages considered an asset.
- Demonstrated proficiency using web-based technologies, social media, and other online applications, i.e., Facebook, LinkedIn, InDesign, and Adobe software.
- Demonstrated proficiency with Microsoft Office and related computer programs.
- Demonstrated knowledge of communications, marketing, and fund-raising management.
- Demonstrated superior writing, editing and verbal skills.
- Demonstrated knowledge of how the media works and ability to develop networks/contacts.
- Demonstrated ability to communicate effectively and excellent time management, analytical and organization skills.
- Demonstrated excellent attention to detail with the ability to follow through on assigned areas of responsibility.
- Demonstrated ability to create and deliver live presentations in the community.
- Demonstrated knowledge of management and leadership principles, including the ability to supervise staff.
- Demonstrated ability to maintain confidentiality, exercise good judgement and act with discretion.
- Demonstrated ability to understand and apply relevant legislation, including Human Rights and government regulations.
- Demonstrated ability to work effectively in collaboration with diverse groups of people.
- Demonstrated integrity, positive attitude, mission-driven, action-oriented, and self-directed with keen sense of self mastery.
- Valid class 5 driver's licence and clear driver's record. Vehicle is required for frequent outside meetings, community events and presentations.
- Ability to work varied work hours and days.
- Physical ability to perform the duties of the job.

## Other Requirements

- Complete the criminal record process, including the vulnerable sector search and remain compliant.
- Sign the terms and conditions of employment (Employee Handbook) and review annually.
- Sign the Workplace Bullying, Harassment and Violence Policy and review annually.
- May be required to sign other documents as need arises.
- Ensures applicable insurance is on personal car for usage during business hours.
- Complete mandatory training within designated timeframes.
- Must be aware of the potential for allegations to be brought against him/her by clients and therefore conduct self in a manner in which behaviours/actions cannot be misinterpreted.
- Must be aware of the risks when working with potentially hostile or aggressive clients and follow safety guidelines.
- Takes precautionary measures and follows safety guidelines to protect self.

The Surrey Food Bank hires based on merit and is strongly committed to equality and diversity within its community and to a welcoming and inclusive workplace. We welcome applications from Indigenous persons, visible minority group members, persons with different abilities, people of all sexual orientations and genders, and others with the language skills and knowledge to productively engage with diverse communities. We can provide accommodations during the hiring process.

We thank all who apply but only those selected to move forward in the process will be contacted.

*The Surrey Food Bank respectfully acknowledges the shared, unceded traditional territory of the Katzie, Semiahmoo, Kwantlen and other Coast Salish Peoples on which we live and work.*

**Job Type:** Full-time, Permanent

**Salary:** \$60,000.00 - \$64,000.00 per year

**Benefits:**

- Dental care
- Extended health care
- RRSP match
- Vision care

**Schedule:**

- 8-hour shift
- This position requires flexibility. Working hours must be flexible to support partnership and communications activities that occur outside of the normal business hours. Evening and weekend work will be required.

**COVID-19 considerations:**

The Surrey Food Bank follows all recommendations issued by the Public Health Office.

**Application deadline: 2022-09-03**

**Expected start date: 2022-09-26**

To apply, submit your resume and cover letter to Nancy Pagani, Executive Director, [npagani@surreyfoodbank.org](mailto:npagani@surreyfoodbank.org)