

## **Gleaners Community Food Bank of Southeastern Michigan Job Description**

**Job Title:** Communications Manager  
**Reports To:** Director of Executive Communications  
**FLSA Status:** Exempt  
**Department:** Community Engagement  
**Last Update:** August 2022

The Communications Manager is responsible for development and implementation of all of Gleaners' internal/non-fundraising strategies and communications. Oversees the project management, development and implementation of support materials and services for internal communications. Ensures the successful on-time completion of all deliverables.

### **Essential Duties and Responsibilities**

- Manage day-to-day implementation of Gleaners' internal communications strategy, including, but not limited to:
  - Communications liaison for internal teams on non-fundraising initiatives
  - Create, coordinate, implement and track project-specific work plans with timed deliverables.
  - Provide tracking management and follow-up on project deliverables to ensure timely completion of all project commitments.
  - Consistent reporting and analytics of communications materials across all departments, including online analytics for e-communications, workplace engagement tracking, social media and video metrics.
  - Design and manage creation of communications assets.
  - Manage external design, print and video vendors.
- Work cross functionally with all Gleaners teams to create and implement communications assets necessary to boost the reach and value of their programs to all Gleaners stakeholders.
- Provides support for the Gleaners Diversity, Equity, Inclusion and Justice Council, as needed.
- Overall management of Newswire, our internal weekly e-publication which includes the Community Mobile Dashboard, partner features, donor features, news articles, staff highlights, new employee welcome, departmental updates, etc.
- Update team roster and general posts to the Gleaners Workplace by Facebook platform for internal communications.
- Manage all Community Mobile Communications including the e-newsletter, text alerts, social media posts and PantryNet.org.
- Manage the collection, and curation of content and photos for Gleaners' story bank.
- Support the Director of Executive Communications with all department impact reporting and budgeting as well as providing support on a variety of special projects, meetings, and events, including board communications for the President & CEO
- Develop and execute quarterly updates of the key performance indicators (KPI) Dashboard.
- Video and photography production management, as needed
- Update and organize all Gleaners communications materials on shared drive for easy access to all team members.
- Work closely with MARCOM team to ensure that all communications are unified and consistent.
- Promote a positive work environment where team members feel empowered, engaged, and connected to Gleaners mission and strategic plan.
- Foster a culture of professionalism, team cohesion and accountability
- Other duties as assigned.

**Scope of Position:**

Budgetary Responsibility: Moderate  
Personnel Responsibility: Moderate  
Access to Confidential Info: High  
Supervisory responsibility: Moderate  
Community contact: High  
Donors: High  
Volunteers: High  
Food Partners: High

**Qualifications**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. *Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

**Skills required:**

- Must be a self-starter with superior interpersonal and communication skills.
- Excellent writing, editing and proofreading of communications/marketing materials using a diverse set of tools including but not limited to:
  - Microsoft Office suite
  - Adobe Photoshop, InDesign and Illustrator
  - CRM applications
- Experience with web design and content management.
- Experience in previous leadership roles of multi-tasking, taking initiative, quickly adapting to change and successfully working under pressure and time constraints.
- Demonstrated problem-solving skills.

**Education/Experience**

- Project management experience with demonstrated ability to track and manage deliverables to successful completion.
- Demonstrated ability to work collaboratively and build relationships to achieve program results.
- Strong organizational and time management skills with attention to details.
- Demonstrated problem solving skills.
- Demonstrated skills, knowledge and experience in the design and execution of marketing and communications materials.
- Strong creative, writing, and organizational skills.
- Experience with design and production of print materials and publications.
- Experience with design and production of digital materials and publications.
- Computer literacy in word processing, data base management and page layout.
- Bachelor's degree in marketing, public relations, advertising, or communications preferred.
- Non-profit sector work experience preferred.
- Experience working with volunteers is desirable.

**Work Environment**

The standard work environment is an office setting with fluorescent lighting and temperature and humidity controlled by air conditioning and heating. The noise level in the work environment is usually low. The employee will occasionally be required to perform duties in other settings (i.e. Warehouse or industrial environments, outdoors, other corporate settings.) Hybrid work schedule may be available.