

Communications Manager (Posted 3/18/2020)

Position Available

The Food Research & Action Center (FRAC), a nonprofit public policy, research, and advocacy organization that works to end hunger in the U.S., is seeking a Communications Manager. The successful candidate has experience in developing and executing aggressive media campaigns and developing engaging and shareable content for a variety of audiences and formats, and writing about public policy and/or social justice issues. The Communications Manager reports to the Director of Communications.

Organizational Background

FRAC is the leading national nonprofit organization working to end hunger and undernutrition in the United States. FRAC works in partnership with hundreds of national, state and local nonprofit organizations, public agencies, corporations and labor organizations to address hunger and food insecurity, and poverty as their root cause. FRAC engages in research, policy analysis and advocacy, dissemination and implementation of best practices, coalition building and an array of communications strategies.

Duties and Responsibilities

The Communications Department is responsible for promoting FRAC's mission, its brand and its programs through the media, publications, events, and online communications. This position will be responsible for initiating and implementing media relations strategies and creating compelling content across a range of platforms. Content could include reports, op-eds, news releases, infographics, organizational brochures, blog posts, email alerts, website content, letters to the editor, and other materials. The Communications Manager will:

Media:

- Work with the Communications Director to develop and execute media plans around campaigns; FRAC-created publications, events and sustained efforts; and key external events. Ensure media plans and outreach align with the organization's overall strategic communications goals and objectives;
- Lead aggressive media outreach efforts to effectively promote the organization's brand, experts, mission, and initiatives;
- Develop messaging, press releases, statements, and op-eds;
- Prepare and share turnkey communications assets with FRAC's state and local network of anti-hunger advocates;
- Cultivate and nurture relationships with high profile national print, digital and broadcast media, major dailies, and issue-related trades;
- Manage media database currently in Cision;
- Manage Press Room portion on website;
- Track key media metrics on a monthly basis;
- Inform, engage, and utilize a Communications Affinity Group of state advocates as an extension of anti-hunger communications efforts;
- Serve as the Communications Unit liaison to Maryland Hunger Solutions and D.C. Hunger Solutions;
- Manage Press/Communications Intern; and,
- Assist Communications Director in media training staff experts.

Communications:

- Plan and oversee development of a strategic editorial calendar and strong marketing and media plan for FRAC publications and other outreach;
- Craft and ensure high quality talking points, messaging docs, and other communications materials for external and internal audiences;
- Collaborate with other Communications Team members to identify cross-market opportunities and repurpose and optimize content so it's useful and relevant for multi-media platforms;
- Assist in the production of documents, emails and reports, including proofreading and layout; and,
- Keep apprised of and share latest developments and best practices in media and communications.

Experience and Qualifications

- Bachelor's degree required;
- Five – seven years of experience in working with the media and securing substantial media coverage in a similar capacity, preferably for a nonprofit organization, media organization, or public relations firm;
- Editorial mindset that seeks to understand what audiences consume and how to create it;
- Outstanding editing skills, including a keen eye for writing and reviewing copy for grammatical and factual accuracy, style consistency, and comprehension, as well as a command of the AP Style Guide;
- Ability to work collaboratively with staff across the organization;
- Ability to be flexible and respond to changes as part of the review and feedback process;
- Ability to thrive in a fast-paced environment and complete projects accurately and quickly;
- Ability to manage multiple priorities and projects effectively and, when needed, with urgency; and,
- Commitment to social justice.

Salary/Benefits

Salary commensurate with experience. Generous leave, health, retirement and other benefits.

To Apply

Send resume, cover letter, writing samples (no more than 3 pages) and sample website content:

Communications Manager
Food Research & Action Center
1200 18th Street NW, Suite 400
Washington, DC 20036

Email: employment@frac.org (Please include “Communications Manager” in subject line.) Fax: 202-986-2525

Opening/Closing Dates

The position is available immediately. It will close when filled. However, FRAC seeks to hire a qualified individual as soon as possible.

FRAC is especially interested in candidates who can contribute to the diversity of the organization. FRAC is an equal opportunity, affirmative action employer. FRAC is firmly committed to a policy against discrimination based on age, sex, race, religious creed, sexual orientation, disability, or ethnic or national origin.