



Job Description: Communications Lead

Priority review August 23, 2022 | Start date: September, 2022

About You

You have a deep commitment to eliminate hunger in Oregon and a passion for social, racial, and economic justice. You believe organizing communities most impacted by hunger for policy change is the best way to equitably increase community members' access to food. You trust that communities know what they need to thrive.

You are a thoughtful storyteller who enjoys tapping into your experience and expertise to create and manage a communications strategy. You enjoy developing content through social media, email blasts, press releases, and press conferences. You are a skilled communicator and thrive on cultivating relationships. You move skillfully from reading issue briefs to translating them into compelling marketing materials. You relish working collaboratively and collectively, building consensus and building power.

About The Position

This position will work across Hunger-Free Oregon teams to develop and manage comprehensive communications and marketing strategies that are grounded in our core values to drive visibility of our work and objectives. Responsibilities will include collaboration and implementation of media and press communications, digital platform communications (Facebook, Instagram, and website content), traditional print collateral (direct mail, postcards, fundraising materials) and work with our outside community partners to create and share campaign materials. In this role, the preferred candidate will serve as an ambassador of Hunger-Free Oregon and its mission and values (both visibly to the community and to media contacts) as well as behind the scenes to drive growth and awareness within the community and the state of Oregon.

Roles & Responsibilities

Organizational Communications Steward (lead)

- Manage communication strategy for all areas of Hunger-Free Oregon, including integrated advocacy, development, federal nutrition program outreach, campaign communications, and events.
- Manage and develop content for Hunger-Free Oregon's communication platforms including website, social media, newsletter, Google Ads, press releases, and printed materials.
- Continue positioning Hunger-Free Oregon as a credible voice in the anti-hunger movement in a way that is consistent with our organizational values and helps us reach

our audiences.

- Establish and project manage an effective organizational communications strategy including setting and tracking annual goals, workplan, and budget.
- Manage media inquiries, draft press releases, serve as or support organizational spokespeople, and lead rapid response communications efforts.
- Support program staff in drafting campaign and advocacy communications such as op-eds and LTEs, and providing editing support for action alerts, program outreach info, one-pagers, etc.
- Provide and/or coordinate graphic design for Hunger-Free Oregon communications.
- Manage relationships with subcontractors as needed.
- Attend meetings with strategic partners to develop communications and narrative strategy projects.
- Track and provide comms analytics such as web page views, unsubscribes, etc.

Team Participation and Other Tasks

- This position will contribute to organization-wide culture and strategy including participation in all-staff meetings, trainings, such as:
 - Attend weekly staff meetings, and facilitate staff check ins at least 4 times a year
 - Participate in all-staff project teams
 - Act as an Accountability Buddy (peer support person) to another staff member
 - Attend strategic planning retreats
 - Develop and maintain an individual work plan, with the support of your Accountability Buddy
- Other duties and roles that match interest and skill to contribute to a healthy, thriving, and supportive organizational team

Preferred Experience

The successful candidate will bring a strong equity lens to this work along with a deep commitment to, and passion for, social and food justice. This candidate should have:

- Exceptionally good writing and communication skills with the ability to synthesize and convey complex ideas and policies in a clear and compelling way
- Strong appetite for and experience with project visioning and management, strategizing and movement building work
- Demonstration of nimbleness and ability to move from task to task in a fast paced workflow
- Experience in the management of online tools and social media platforms:
 - Facebook, Instagram, and Twitter
 - E-Newsletters
 - EveryAction (CRM Database), or other database management
 - Google Ads
- Experience managing relationships with members of the media, drafting press releases, and conducting press conferences.
- Software proficiency: WordPress (preferably with WPBakery Page Builder), Microsoft Office, Asana, Zoom, Google Workspace, Canva, and InDesign
- Values rooted in equity, social, racial, and economic justice, and ethical storytelling
- Lived experience with hunger and/or poverty and/or systems of oppression

Organizational Restructuring

Over the past several years, Hunger-Free Oregon has created a collaborative and collective internal structure that is unlike most nonprofits. We make decisions using a consensus-based decision-making process ([gradients of agreement](#)). We do not have direct supervisors; instead, we operate in systems of “circles” and sub-circles. Our all-staff body is known as “All-Staff Caucus” and along with a pair of co-ED’s act as the governing body of the organization (reporting to the board of directors). We hold monthly call-in meetings to practice a culture of accountability and care. All of these practices are designed to root out and transform white supremacist patterning that is prevalent in the nonprofit industrial complex and our organization.

We are seeking a team member who will be committed to engaging in this work in the spirit of collectivism, and who can be flexible as we evolve together.

Benefits and Schedule:

- Full-time, exempt, with work schedule flexibility. PHFO strives to develop workloads assuming capacity of 36 hours a week and is experimenting with, evaluating, and exploring moving to a 32hr work week in the future.
- \$65,000-69,000 annually (DOE) (bi-weekly pay periods), annual opportunity for cost of living adjustment and merit-based pay increases. Because our salary system centers equity, transparency, and sustainability, salary offers for this position are not negotiable.
- Generous benefits including health, dental, and vision insurance; up to 3% matched retirement (IRA); 12 weeks paid family/medical leave; health & dependent care flexible spending account availability; Professional Development fund. Paid time off includes 3 weeks of vacation with annual increase; 2 weeks of sick time; 12+ holidays; Office closes one week in the winter and one week in the summer for all-staff breaks.

Physical Demands and Work Environment:

We recognize that the physical demands listed here may present a barrier to some folks, therefore, we encourage all interested applicants to apply and to contact us at recruitment@oregonhunger.org to discuss any accommodation needs. We welcome applications from individuals with disabilities and will make reasonable accommodations for applicants and employees.

Position requires ability to work on a computer on a daily basis. Position requires ability to communicate, via written and in-person (when safe to do so) methods.

Office is located in a single-story building that is wheelchair accessible. Office building has reserved parking available (shared among staff) and is located near several high-frequency bus lines.

During the COVID-19 pandemic, staff have the option to work in the office, but currently working from home is the default status. When in the office staff are following Covid protocols and supplies and systems are in place to provide a safe working space.

How to Apply

Please put Communications Lead in the subject line and submit a resume, a cover letter, and work samples to recruitment@oregonhunger.org.

In your cover letter, please speak to how our organizational values are reflected in your life, work experience and approach to communications. Our [organizational values](#) are 1) lived experiences, 2) building power, 3) challenging power, 4) accountability and 5) social, racial, and economic justice.

Your work samples should include an example of visual design elements, a press release or other writing sample, and a digital sample like a blog post, website, or social media post.

Equal Opportunity and Non-Discrimination Statement

Partners for a Hunger Free Oregon is committed to equity, diversity and inclusion in our hiring, job advancement, internal operations and when considering the impacts of our work. People of color, from diverse communities, and/or people who bring personal experience of poverty are strongly encouraged to apply. We do not discriminate on the basis of race, color, religion, gender, gender identity, sexual orientation, mental or physical disability, age, marital status, military or veteran status, national origin, ancestry, ethnicity, or any other legally protected class.

Studies have shown that women, trans, non-binary, and Black, Indigenous, and people of color (BIPOC) are less likely to apply for jobs unless they believe they meet every single one of the qualifications as described in a job description. Hunger-Free Oregon is committed to building a diverse and inclusive organization and we strongly encourage you to apply, even if you don't believe you meet every one of the qualifications as described or if you require a reasonable accommodation to apply for or perform job duties.

About Partners for a Hunger Free Oregon

Hunger-Free Oregon is a statewide anti-poverty advocacy organization with a small staff of ten. We understand that leadership comes from those with lived experience and that hunger and poverty do not exist on their own, but rather a result of overlapping systems of oppression that create layers of privilege and inequity.

Our values and work are centered in creating systemic changes to end hunger, including the redistribution of resources and power to communities who have been disproportionately affected by systems of violence. Our policy and advocacy work is rooted in a desire for shared liberation from systems of oppression, such as racism, xenophobia, classism, cissexism, and other forms of violence, which will allow all to thrive. To this end, our staff and board work with the values of collectivism, integrity and equity.