

## **Ozarks Food Harvest Job Description**

**Position title:** Communications Specialist  
**Department:** Development & Communications  
**Reports to:** Director of Development & Communications

### **Job Summary:**

This position develops and implements communications to promote awareness, understanding and engagement of Ozarks Food Harvest's mission by using a variety of communication and fundraising methods. The Communication Specialist will develop written communication materials in order to promote Ozarks Food Harvest to the community, continuing to position the organization as the hunger-relief expert in southwest Missouri. This position will provide content for quarterly newsletters, social media, email communications, monthly donor acknowledgement letters, direct mail thank you letters, special correspondence, the website and other print and digital pieces as needed. The Communication Specialist must possess tremendous attention to detail, a high level of communication and the ability to work well with a team.

### **Responsibilities:**

#### **Communication/Fundraising**

- Strategize and write organization's major communication pieces used in fundraising, including:
  - *Harvest Time* quarterly newsletters for financial donors, food donors and volunteers
  - *First Monday Memo* monthly newsletter for major supporters and key community leaders
  - Donor acknowledgements or appeals for monthly donors, food donors, volunteers, food drive hosts, direct mail campaign donors and others
  - Monthly stories for the website
  - Food bank handouts, one-sheets, backgrounders, presentation materials, etc.
- Lead fundraising efforts for digital campaigns such as Giving Tuesday and Give Ozarks
- Strategically plan content, write copy and schedule all social media posts for Facebook, Twitter and Instagram
- Write content for email communication and send through Mailchimp
  - Manage email database and reports
- Manage, update and write content for Ozarks Food Harvest's website through WordPress in partnership with the graphic designer
  - Play key role in establishing content refreshes and updates while maintaining SEO ranking
- Be accountable for communication effectiveness while collaborating with others to ensure consistency of overall messaging and tone
- Act as a gatekeeper of communication materials and ensure consistent messaging
- Learn and gain experience with industry best practices, adopting and creating new approaches and educating others in an effective manner
- Execute digital activities effectively; evaluate and measure to advance goals
- Develop storylines and write copy for videos
- Work in partnership with event staff on all major fundraising and awareness events

### **Position Qualifications:**

- Bachelor's degree in communication, journalism or similar area of study required
- Three years of progressive experience in communications with demonstrated track record for success

- Creative thinker and innovator with proven ability to provide compelling communication resulting in desired behaviors
- Exceptional written and oral communication skills; writing must be top-notch; ability to persuasively communicate key concepts is necessary; strong interpersonal skills
- Ability to consistently, reliably and accurately establish and meet challenging deadlines while handling multiple priorities and exhibiting behaviors that motivate others; able to influence and manage change in a positive manner
- Flawless attention to detail in development of programs, dissemination of information and creation of communication tools
- Solid editing and project management skills as well as proficiency in all Microsoft programs
- Experience with email platforms and social media required
- WordPress management experience a plus
- Ability to work independently and without direction, both managing and executing programs
- Ability and passion to work as part of the development and communication team
- Able to demonstrate expert understanding of organization and mission
- Must be physically able to lift 25-50 pounds and setup for organization events/press activities
- Expected to work outside normal business hours when needed

To apply, please email cover letter and resume to Denise Gibson, Director of Development & Communication at [dgibson@ozarksfoodharvest.org](mailto:dgibson@ozarksfoodharvest.org). No phone calls, please.

This job description does not list all the potential duties of the job and Ozarks Food Harvest has the right to revise this job description at any time.

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