

Hunger Solutions New York

Communications Specialist

Hunger Solutions New York, incorporated in 1989, is a statewide, private, non-profit organization dedicated to alleviating hunger for residents of New York State. We promote awareness of hunger, participation in federally-funded nutrition assistance programs for all who are eligible, and public policies that contribute to ending hunger. We also raise awareness of the health, economic and educational benefits of anti-hunger programs. In pursuit of this mission, Hunger Solutions New York works to expand participation in federal nutrition assistance programs including the SNAP/Food Stamp Program, the School Breakfast Program, Summer Food Service Program, and the Child and Adult Care Food Program. Hunger Solutions New York also manages the Nutrition Outreach and Education Program (NOEP), a statewide SNAP outreach, education and application assistance network, the Targeted SNAP Outreach Project on Long Island; and the Child and Adult Care Food Program Outreach Project. As a state and nationally recognized leader on the issue of hunger, Hunger Solutions New York works collaboratively with a variety of state, regional, and national partners to improve policies and programs that contribute to alleviating hunger.

Position Overview

The Communications Specialist is responsible for managing the public image of Hunger Solutions New York; promoting the organization, federally-funded nutrition assistance programs, the issue of hunger; and developing and executing effective communication strategies to support advocacy work. This requires oversight of all organizational and program-specific communications related to Hunger Solutions New York including, but not limited to, media relations, content production, program promotion, social media, and management of organization's website and constituent relationship management system. The position works closely with the organization's graphic designer to produce work that reflects the mission of the organization.

Location

This position is based in Albany at the Hunger Solutions New York, Inc.'s offices.

Knowledge, Skills and Abilities

The ideal candidate will demonstrate initiative in managing a varied and time-sensitive portfolio of work, and will bring creativity and discipline to the position. Superb writing skills, professional demeanor, ability to work independently and as part of a team, and the ability to make sensitive and sound judgments in support of organizational mission and goals will be expected. Demonstrated experience managing media relations, social media platforms, and organizational communications required. Our office platform is based in Microsoft Office; therefore proficiency is required. Experience with website management, CRM programs such as MailChimp, and Google applications is strongly preferred.

The Communications Specialist will be charged with communicating about the organization's mission to reduce hunger; therefore, a basic understanding of poverty, safety net programs, federal nutrition assistance programs and state and federal policy and budget process as it relates to anti-hunger legislation and funding is a plus.

Minimum Qualifications:

- Must be committed to our mission
- Must possess at least two (2) years of professional experience in organizational communications.
- Bachelor's degree required.
- Experience with messaging campaigns and project management.
- Must have the ability to understand complex topics and technical information and develop a clear vision and message for public consumption.

Responsibilities:

External Communications:

- Manage the development and implementation of an annual external communications plan including report releases, SNAP Outreach campaigns, social media, press strategies, email campaigns, events, and other opportunities.
- Write or contribute edits to Hunger Solutions New York's external communications (e.g., reports, e-newsletters, outreach materials, promotional items, etc.), in coordination with graphic designer.
- Assist the organization's program staff with identifying and disseminating key anti-hunger messages through presentations, articles, talking points, and other vehicles
- Promote HSNY-administered programs, the agency's public policy priorities, and other services and accomplishments.
- Interview and document stories from individuals and/or organizations who have benefitted from federal nutrition programs, and develop appropriate, relevant and timely methods for disseminating
- Work with national, state, and local funders and partners on communications efforts by promoting and integrating research reports and updates into our communications strategies
- Develop and distribute Hunger Solutions New York's Annual Report, annual fundraising appeal, and monthly e-newsletters, in cooperation with graphic designer.
- Serve as proofreader for organizational communications originated from public affairs, program staff, and/or administration.

Media Relations:

- Develop and maintain relationships with media outlets across the state; identify key reporters working in the anti-hunger space
- Write/edit press advisories, press releases, op-eds, and letters to the editor
- Pitch media stories

- Organize the organization's response to media requests
- Coordinate efforts with communications staff at our funding agencies to jointly promote anti-hunger issues and resources

Website and Online Media:

- Manage social media platforms, design and implement social media strategies and messages
- Monitor social media performance; identify and implement improvements where necessary; implement new channels when appropriate
- Manage and maintain Hunger Solutions New York website, oversee content development and updates, and lead the organization's interdisciplinary website team, coordinating when necessary with graphic designer.
- Use Google Analytics to measure website performance, and identify opportunities for improvement.
- Manage the organization's CRM platform (MailChimp) by updating mailing lists, developing and executing email campaigns, and analyzing and improving email campaign performance.

Technical Assistance and Training for community-based anti-hunger service providers:

- When necessary, develop and execute media training for community-based anti-hunger service providers
- Create and distribute media-ready communications templates for community-based organizations (and leave off NOEP Campaigns and Initiatives toolkits)

Other responsibilities as assigned by the Director of Public Affairs.

Occasional travel required

This position reports to the Director of Public Affairs. Compensation Package: \$40k annual salary, commensurate with experience; fully paid benefits premiums, including health, dental, vision, life, short and long-term disability; organizational contribution to a Health Reimbursement Account (HRA) depending upon health insurance chosen; retirement plan that is matched by the organization. Casual, professional, flexible work environment. To be considered for this position, please email your cover letter and resume to Jobs@HungerSolutionsNY.org.