



Communications & Marketing Coordinator Job Announcement

Reports to: Executive Director
Time Commitment: 25 – 30 hours/week
Hourly wage range: DOE, starting at \$18/hour
Application deadline: January 20, 2021

Overview:

Fishline Food Bank & Comprehensive Services is a nonprofit organization that has supported the critical needs of our community in North Kitsap County for over 50 years by providing food, emergency services and resources to transform lives. We are a small but mighty staff serving nearly 18,000 of our Kitsap neighbors each year.

Position Summary:

The Communications & Marketing Coordinator will work collaboratively with the Executive Director, staff, volunteers, and Board of Directors to plan, coordinate, and administer all aspects of marketing, community outreach, and donor engagement for Fishline. The ideal candidate is comfortable in a fast-paced environment, able to juggle many priorities, and consistently shows up with constructive ideas and a positive attitude. S/he is relationship-oriented, and able to build strong connections both on this team and within the broader community. This position requires someone who is a bonafide Jack or Jill of all trades: confident with all forms of communication, super tech-savvy, and willing to adapt in order to fulfill to the needs of the organization in the moment. S/he possesses a growth mindset and is committed to carrying out Fishline's mission and vision. If this sounds like you, please read on for more details about the position.

Core Competencies:

- Able to both work independently and as a productive member of a team
- Able to both see the big-picture and zero in on the details
- Able to organize work and successfully handle a wide range of projects simultaneously
- Able to express ideas verbally, graphically, and in writing
- Able to work well with people from all backgrounds with varying degrees of experience
- Able to inspire, train, and motivate volunteers

Duties & Responsibilities:

Public Relations and Marketing

- Generate email marketing campaigns via Mailchimp software
- Responsible for bringing together all the pieces of our printed and digitally distributed quarterly newsletter "The Current". Next issue is scheduled for release in April 2021.
- Write and edit stories for monthly e-newsletters in addition to quarterly print newsletter
- Keep current on the successes, challenges, and priorities of all Fishline programs and operations in order to accurately describe them to constituents through varying mediums
- Co-create and implement a public relations framework, plan, and timeline
- Generate press releases, media alerts, op-eds, and other copy for publication in North Kitsap outlets
- Oversee and direct all media production and general branding for Fishline and its programs
- Maintain and develop relationships with local businesses, civic groups, and the faith community in order to nurture their connection to our organization

Development

- Co-create and implement a comprehensive annual development plan, outlining detailed campaigns for varying constituent groups
- Lead weekly meetings with Fishline's Executive Director and Executive Assistant to discuss donor status and necessary project/work needs to continue donor cultivation
- In conjunction with the Executive Director, build and maintain relationships with major donors as appropriate and identify and pursue new sources of corporate and foundation funding
- Collaborate with Fishline's Executive Assistant on all donor acknowledgement letters, and all printed and digital materials to support gift cultivation
- Create and/or update all printed and digital materials to support gift cultivation
- Keep up-to-date on fundraising best practices

Events

- Manage all public relations and communications for Fishline hosted events
- Coordinate with staff, leadership, and volunteers to ensure successful off-site and/or digital events
- Develop and implement donor appreciation and engagement events
- In collaboration with the Market Manager, support food drive events

Other duties as assigned. Work must be completed at Fishline's main office, Work from Home opportunities are not available with this position.

Fishline Food Bank and Comprehensive Services is an Equal Opportunity Employer

Qualifications:

- B.A./B.S. preferred with an emphasis or concentration in business, marketing, public relations or related field
- 2-5 years of related experience, preferably with a small organization or non-profit
- 1-2 years of experience with graphic design and publishing software (i.e. Publisher, InDesign, Canva, etc.)
- Experience with database management
- Advanced proficiency in Microsoft Office Suite
- WordPress or related website experience a plus
- Experience and contacts in Kitsap County are a plus
- Knowledge with AI marketing, audience segmentation, customer data analysis is a plus
- Multilingual candidates encouraged to apply

How to Apply:

Submit a resume and cover letter to:

Dani Wasia, communications@fishlinehelps.org with the subject line "NAME: Communications and Marketing Coordinator Application 2021"