

**Job Title:** Director of Marketing and Communications  
**Department:** Communications  
**Reports To:** VP of Development and Communications  
**Classification:** Regular, Full Time, Exempt  
**Location:** Concord, CA

---

### **Who We Are**

For over 45 years, the Food Bank, made up of a diverse staff, dedicated Board of Directors and passionate volunteers, has been leading the fight to end hunger in partnership with our community and in service of our neighbors in need.

### **About this Opportunity**

The Marketing and Communications Director is a key member of the Executive Leadership Team and leads the strategic vision and execution of the Food Bank's internal and external communications. In close partnership with the Development team, this role drives integrated fundraising campaigns, brand awareness, and storytelling that advance the Food Bank's mission and build community engagement. The Director manages a team of marketing and communications professionals, oversees agency and consultant relationships, ensuring high-impact, mission-aligned execution across all media and messaging.

This role is also responsible for organization-wide internal communications and public relations efforts, working in close collaboration with the CEO and People & Culture to strengthen employee engagement, transparency, and organizational voice.

### **Essential Duties and Responsibilities**

#### **Strategic Communications & Brand Leadership**

- Collaborate with the VP of Development and Communications to develop and implement an integrated strategic marketing, communications, and engagement plan that supports programmatic, fundraising, and policy goals.
- Serve as brand steward, ensuring consistent, clear, and compelling messaging across all platforms and materials.
- Maintain an organization-wide editorial calendar and coordinate content delivery for internal and external communications.
- Oversee the production, design, and distribution of publications and content, including brochures, slide decks, fact sheets, reports, videos, website content, and social media campaigns.
- Use analytics to inform and optimize digital engagement and campaign effectiveness.
- Anticipate and manage crisis communications with input from Executive Leadership.

#### **Fundraising Campaigns & Donor Communications**

- Partner with Development team leadership to plan, execute, and evaluate annual and special fundraising campaigns.
- Lead strategy and execution of donor communications, including online appeals, impact reports, campaign assets, and stewardship materials.

#### **Team & Vendor Management**

- Lead and develop team, providing coaching, supervision, and performance management.

- Oversee the work of external agencies, freelance contractors, designers, and consultants to ensure brand consistency and quality output.
- Develop and manage the communications department budget and resource allocation.

#### **Media Relations & Public Relations**

- Serve as the Food Bank's lead media contact, representing the organization in interviews and on live media.
- Proactively build relationships with media outlets and oversee the development of press releases, op-eds, and public statements.

#### **Internal Communications**

- Oversee the development and execution of internal communications strategies and tools in partnership with the CEO and People & Culture.
- Ensure timely, transparent, and culturally sensitive communications to staff and internal stakeholders.
- Supervise the Internal Communications & PR Specialist in delivering engaging content and staff messaging.

#### **Other Responsibilities**

- Support cross-departmental storytelling efforts to highlight impact and elevate community voice.
- Support staff with public speaking engagements, community presentations, and event promotion.
- Collaborate with IT and Development teams on CRM and email marketing integration using Salesforce and related platforms.
- Conduct market research and stay current on nonprofit marketing and communications

#### **Qualifications**

- Bachelor's degree in communications, marketing, journalism, public affairs, or related field.
- At least 5 years of progressively responsible experience in communications or marketing, including 3+ years of people management.
- Experience planning and executing integrated fundraising campaigns in collaboration with development teams.
- Demonstrated excellence in brand strategy, media relations, and digital marketing.
- Nonprofit or public sector experience is highly preferred.
- Superior writing, editing, and storytelling skills across multiple formats.
- Strong understanding of Salesforce or similar CRM platforms.
- High proficiency in Microsoft Office Suite, Adobe Creative Suite, and web CMS platforms (e.g., WordPress).
- Fluency in social media platforms including Facebook, Instagram, LinkedIn, Tik Tok and YouTube.
- Able to represent the Food Bank in live media environments and community settings with professionalism and cultural humility.
- Strong organizational skills and ability to manage multiple priorities in a fast-paced environment.
- California driver's license and ability to travel as needed within the region.

#### **Additional Information**

In instances of a federal, state or locally declared emergency, Food Bank is typically considered an essential service and emergency responder; all its employees may be called in to perform regular or emergent duties.

**Compensation and Benefits**

This is a full-time, exempt position. To ensure internal pay equity, the starting pay range for this position is \$140,000 - \$151,000 annually.

We value our employees' time and efforts. Our commitment to your success is enhanced by our competitive and extensive benefits package including health, dental, and vision, life insurance, flexible spending account, 403(b) employer matching, and paid leave to eligible employees. Plus, we work to maintain the best possible environment for our employees, where people can learn and grow with the organization. We strive to provide an inclusive, collaborative, and creative environment where each person feels encouraged to contribute to our processes, decisions, planning, and culture.

**To Apply**

Please send your resume, cover letter, and any supporting documents to [hr@foodbankccs.org](mailto:hr@foodbankccs.org) with the subject line: **"Director of Marketing and Communications"**. Email submission is preferred.

Or by mail to:

**Food Bank of Contra Costa and Solano  
Attn: Human Resources  
4010 Nelson Avenue  
Concord, CA 94520**

**FBCCS is an Equal Opportunity Employer and complies with applicable state and local laws governing nondiscrimination in employment in every location in which the FBCCS has facilities.**

**We strive to create a workplace and organization that reflects the communities we serve where everyone feels empowered to be their full, authentic selves. Together, we work innovatively to effectively serve our community. Underrepresented groups are welcomed and encouraged to apply.**

FBCCS does not have the resources to sponsor visas, nor any open positions eligible for the H-1B program.

For more information about us, please visit: <http://www.foodbankccs.org/careers>