



Public Relations & Community Outreach Coordinator **Position Description**

Department: Marketing

Status: Full-time, Non-Exempt, Hourly *1 year Grant-Funded Position*

Hourly Pay Rate: \$19-\$20/hour (DOE)

Schedule: Monday – Friday, 40 hours per week

Benefits: We offer excellent Benefit Plans including incremental PTO Plan; 11 Paid Holidays plus a Birthday Floating Holiday. 403b retirement plan with a match. Medical & Dental insurance plans with majority paid by employer. Life Insurance plan paid by employer. Employee Assistance Program

***Second Harvest Food Bank requires all new hires to be fully vaccinated for COVID-19.** This policy complies with all applicable laws. If any questions regarding this policy, please inquire.

Would you like to go to work knowing that every day you'll be making a real difference in the lives of at-risk people in your community? At Second Harvest Food Bank that's exactly what you'll be doing. Every moment of your workday will directly impact our mission to provide food for those who need it, when they need it. **Come join our upbeat, collaborative team who are improving lives every day by taking hunger off the table.**

About Second Harvest Food Bank of Orange County

In collaboration with our partners, we provide dignified, equitable and consistent access to nutritious food, creating a foundation for community health.

POSITION PURPOSE: This position provides a unique opportunity to directly help feed food-insecure families in Orange County. The PR & Community Outreach Coordinator is responsible for increasing awareness of CalFresh & food assistance resources in general, with a focus on the cities of Anaheim and Santa Ana, and an ultimate goal of positively impacting Orange County's CalFresh benefit participation. In addition, the individual in this role will develop strong relationships with a variety of external stakeholders and will be directly involved in community outreach efforts. *This is a 1 year, grant-funded position, with the potential for priority consideration for future open positions in the organization, if qualified, at the conclusion of the grant*.

ESSENTIAL FUNCTIONS:

- Lead the on-the-ground coordination efforts to carry out the CalFresh Outreach Campaign, based on recommendations from pre-campaign market research and using campaign elements created by contracted PR Agency, including but not limited to social media, outdoor advertising, website development, marketing collateral material, community stakeholder engagement and outreach, Spanish language media (radio, newspaper, TV) etc.
- Work in collaboration with Second Harvest's Marketing & Communications, and Programs & Services teams as needed.
- Work in collaboration with our contracted PR Agency.
- Work in collaboration with CBOs and school districts.

Community Outreach

- Act as Second Harvest's main CalFresh representative in community collaboratives, meetings, workgroups, and taskforces as needed.



- Develop or utilize existing partnerships with external stakeholders to carry out community outreach efforts. Outreach partners will include SHFB Community Partners such as non-profits, K-12 schools, houses of worship, hospitals, etc.
- Actively conduct outreach in the community, based on strategic partnerships and target populations. You will be involved in developing what these outreach efforts are.
- Become an expert on CalFresh eligibility requirements and programmatic nuances.
- Keep up-to-date and knowledgeable about program issues and trends, policies, legislation, regulations, and other matters affecting CalFresh and/or SHFB.
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OTHER DUTIES INCLUDE:

- Actively participate in weekly team meetings and report updates, concerns, and successes in group meetings and at 1:1s.
- Attend webinars and trainings to increase food bank, food insecurity, CalFresh, and Feeding America knowledge.
- Assist in collecting client stories for grant reports and various Development Department needs.
- Other duties as assigned.

PHYSICAL DEMANDS/ENVIRONMENTAL FACTORS:

- Ability to lift 25 pounds to carry equipment and supplies as needed.
- Regular driving throughout Orange County.
- Extended periods of sitting while working on a phone and computer.
- Indoor office environment and indoor warehouse environment with moderate noise at food bank location.
- 25-50% of time spent off-site in the community and attending various meetings.
- Office hours are 8am – 4:30pm, but schedule varies based on Department needs and outreach events. Possible evening and weekend hours.

REQUIREMENTS:

- Bilingual English/Spanish (written and verbal) required.
- Bachelor's degree or equivalent job experience.
- Prior Public Benefits experience is a plus (professional or personal).
- Prior experience in outreach and engagement in the communities of Anaheim and Santa Ana is a plus.
- Must be proficient in Microsoft Office: Word, Excel, Outlook, and PowerPoint.
- Relationship management skills. Nurture strong professional relationships with coworkers, partners – current and potential, and external stakeholders.
- Excellent, professional verbal and written communication skills.
 - Ability to speak comfortably in front of groups and lead trainings.
 - Excellent writing skills for partner communication and proposals.
 - Timely, professional, and courteous email skills.
- Strong understanding of, and experience with, the digital media landscape, including various social media platforms
- Time-management and organizational skills. Proficient in handling multiple tasks and timelines.
- Proven team player. Understand the collective effort it takes to distribute millions of pounds of food out into the community via our Partner Network each month, and work across the team and organization in order to succeed together. Volunteer to assist co-workers within and across departments of Second Harvest within reason so as not to negatively impact personal workload.



- Proven experience using logical reasoning to identify areas for improvement and problem-solve. Proactive about seeking solutions in order to meet Program, grant, and organizational goals.
- Compassionate and strong. Sensitive to partners' and clients' hardships and empathetic.
- Flexible and adaptable to change. Understand that non-profit work is constantly evolving and be comfortable with shifting priorities.
- Commitment to living out Second Harvest's core values of Integrity & Accountability, People First, Compassion, Purpose Driven, Stewardship.
- Valid Driver's License and Insurance.

The above statements are intended to describe the general nature and level of work performed, rather than to be an exhaustive list of all duties, responsibilities, and skills required for the position. The position duties may be changed at any time at management's discretion. This position description is not intended to create contractual obligations of any kind. To perform this job successfully, an individual must be able to perform each essential job function satisfactorily. The requirements listed above are representative of the knowledge, skills and/or abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Second Harvest Food Bank of Orange County, Inc. is an Equal Opportunity Employer