Title: Communications & Partnerships Manager  
Reports to: Alliance Director  
Status: Full-time, exempt  

Overview  
The San Diego Food System Alliance (Alliance) is a diverse and inclusive network of over 120 individuals, nonprofit organizations, public agencies, private businesses, institutions, and foundations committed to building a healthy, sustainable, and just food system for all. As a backbone organization inspired by collective impact, we elevate collaboration, influence policy, and catalyze transformation in the food system. The Alliance also holds several community events a year for the public to foster a movement in our region to improve our food environment. The Alliance was officially launched in September 2012 out of a recommendation from the San Diego Food System Assessment and the Urban-Rural Roundtable, convened by Roots of Change, San Diego County Supervisor Ron Roberts and Mayor Jerry Sanders.  

Position Summary  
Communications & Partnerships Manager is a new role at the Alliance and will be responsible for managing communications, events, and corporate partnerships. The Communications & Partnerships Manager will be a critical role for the Alliance as it launches a strategic visioning process for the San Diego food system, San Diego County Food Vision 2030. This role is both strategic and tactical, requiring the ability to think big while managing details, working collaboratively with the Alliance staff and network. Communications & Partnerships Manager is a creative and energetic self-starter with an eye for graphic design and excellent storytelling skills, staying organized and proactively engaging the Alliance staff and network in communications, events, and corporate partnerships. The Communications & Partnerships Manager is a seasoned professional who enjoys working independently and collaboratively as part of the Alliance staff team. A passion for food systems and food justice are important to the success of this role. The Communications & Partnerships Manager may be responsible for managing associates, interns, contractors, and vendors to support activities.  

Responsibilities  
Under the supervision of Alliance Director:  

Communications (60%)  
- Create and implement a communications strategy and implementation plan in concert with the Alliance team and continuously explore ways to build the Alliance brand and share stories.  
- Manage all communication channels for the Alliance including social media, proactively seeking content to share the work of the Alliance and the field of food systems in San Diego.  
- Write and develop engaging materials about the Alliance for a variety of audiences through both social and traditional media. Manage all aspects of communications including copywriting, graphic design/layout, photography and relationships with vendors. Specific tasks include but are not limited to:  
  - Quarterly newsletters  
  - Website content including news, special topics, and events calendar  
  - Press releases  
  - Annual reports  
  - Donor updates and impact reporting  
  - Fundraising case for support boilerplates for grantwriting team, pitch decks, and appeal letters  
  - Donor thank you letters  
- Work with the Alliance team to help shape external materials (presentations, reports, case studies), leading the design of materials and supporting to illustrate concepts working with a graphic designer or in-house.
• Work with the Alliance team and network to collect and share stories of Alliance impact, projects, and events that align with the Alliance’s agenda. Continually identify ways to enhance benefits for the network and the Alliance through communications.
• Work closely with the Alliance team to support with the execution of public-facing education campaigns, public-facing fundraising campaigns, and year-end appeals.
• Develop and utilize branding standards to create a consistent and effective look in marketing materials.
• Develop and nurture relationships with local media. Strive to gain the Alliance coverage in the local media, maintain records of media contacts and community coverage, and regularly update the Alliance’s media list.
• Improve and regularly update Alliance’s website, ensuring consistency with Alliance brand and messaging. Monitor and manage Alliance’s online presence and messaging.
• Ensure the Alliance has a presence in the community through tabling at events and other opportunities, coordinating with staff, interns, and volunteers as needed.
• Keep up-to-date on emerging communications technologies that could help the Alliance promote its mission.

**Corporate Partnerships (20%)**
• Working closely with the Alliance Director, solicit and manage relationships with corporate sponsors. Responsibilities include:
  o Structure and improve the corporate partnership program
  o Solicit and steward existing and new corporate partnerships
  o Ensure benefit offerings are delivered
  o Track and report on stewardship process

**Events (20%)**
• Working closely with program staff and others, manage the Alliance community events (average 2 per year) and smaller events. Responsibilities include:
  o Oversee event management and planning from concept to execution including facilitating the creation of event concept with in-house content experts and committee to developing a project/event plan ensuring the plan is implemented on time and within budget
  o Make sure event concept and print materials are on message
  o Create all visual elements and printed materials for the event
  o Serve as liaison to vendors and events team
  o Implement event public relations
  o Identify and manage event sponsors
  o Coordinate, supervise and train event volunteers
• Supervise associates and interns to support with event logistics

*What success looks like in the first year:* Working closely with the staff and network, successfully improve brand awareness and reach for the Alliance, organize professional and vibrant community events, and build community and corporate partnerships. Establish the Alliance as a go-to recognized brand for food system actions and thought leadership in San Diego County.

**Education, Experience, and Skills**

Relevant skills and experience include creative and strategic thinking, research, persuasive writing and speaking, event logistics and project management skills. A strong candidate will have familiarity with food justice, policy, collective impact, and the San Diego nonprofit and philanthropic landscape.

• Bachelor’s degree or equivalent experience in marketing, communications, community relations, or related field
• Demonstrated success in nonprofit communications and corporate partnerships (writing and press coverage samples required)
• Excellent verbal and written communicator and presenter, creative thinker and team player
• Excellent project management and organizational skills
• Strong interest in food justice and food system issues
• Experience with MailChimp, Canva, Google products, Microsoft Office, social media management software (Hootsuite, etc), and website content management (Squarespace, etc)
- High level of comfort with social media and online community building
- Experience planning and implementing special events and working with volunteers is preferred
- Strong interpersonal skills; experience with multi-stakeholder communications and working within a team
- Experience managing public education campaigns, social media or marketing campaigns
- Passionate about storytelling and developing simple but compelling messaging
- Positive, enthusiastic presence with good public relations skills and respectful, professional demeanor

**Work Environment and Physical Demands**

Shared co-work spaces provided in both Hillcrest and Encinitas (meetings will be primarily be in Hillcrest where Alliance Director is located). Flexible work environment with low to moderate noise level. Work is generally sedentary in nature, but requires moving around for up to 30% of the time and occasional lifting up to 30lbs. Requires reliable access to transportation throughout San Diego County for meetings and events.

**Compensation**

Target full-time salary is between $55k and $65k commensurate with experience. Eligible benefits include health and dental insurance, Flexible Spending Account, paid vacation and sick leave.

**How to Apply**

Please submit a resume, cover letter, professional references, samples (writing, collateral design, and press coverage) to jobs@sdfs.org. In your cover letter, please describe your past experiences and/or efforts to advance social justice, diversity, and inclusion. Applications lacking any of the aforementioned documents will not be considered. (Subject: Communications & Partnerships Manager)

Due date for application is **March 8, 2019**. If your qualifications and experience are a good fit for the position, you will be contacted to participate in the review and interview process.

The San Diego Food System Alliance, a project of Leah's Pantry, is committed to creating a diverse environment, and is proud to be an Equal Opportunity Employer. All applications will be considered regardless of race, ethnicity, religion, national origin, age, sex, disability, veteran status, or gender.

For more information on San Diego Food System Alliance, visit http://www.sdfs.org/