**Position:** Communications and Engagement VISTA  
**2020-2021**

Food Recovery Network is seeking a motivated person dedicated to continuous learning to join our National team for a one-year AmeriCorps VISTA position. The Communications and Engagement VISTA will encourage stakeholders and volunteers to contribute to FRN's content, expand our social media presence, and implement communication plans for national events. Working alongside FRN’s Communications Team and FRN’s PR firm, Mixte Media, the VISTA will raise FRN’s profile as a leading voice in the food recovery movement.

This position offers opportunities for skill development in project planning, management, and implementation; collaboration; communication skills — both written and spoken; travel and experience supervising within a national nonprofit. The role will also increase your technical understanding of hunger, food waste, logistics of food recovery and social justice.

**About FRN:** Founded in 2011, Food Recovery Network (FRN) is the largest national student-led food recovery movement working to bring food recovery programs to colleges across the country. FRN is currently comprised of more than 200 chapters at colleges and universities (and growing) across the country and has recovered more than 3.9 million pounds of food. We recently came to the close of our 3-year strategic plan and as of July 2019 have put in place a new 3-year strategic plan that will take FRN to the next level in the food recovery space. Our team is composed of multitalented individuals that are dedicated to the mission of fighting waste and feeding people.

**Commitment:** The position requires 40 hours of work per week. Work hours are from 9:30 am to 5:30 pm; occasional work after traditional hours may be required. Food Recovery Network is located in the heart of Washington, DC, and is a few blocks away from both the Metro Center and Gallery Place-Chinatown metro stations. Please note that you must commit to working from the FRN National office; we are not considering any remote employees.

**Compensation:** This position pays $791.70 biweekly (full 14 days of service). Staff receive paid Federally-recognized holidays and 20 paid sick/personal/vacation days.

**Responsibilities:**


Manage FRN’s social media accounts, including: developing content, regulating maintenance, and tracking analytics.

- Create and post content to all of FRN’s social media accounts (Facebook, Instagram, Twitter, and LinkedIn) with the goal of growing followers, increasing engagement, and diversifying viewers to capture a wider audience.
- Work with the FRN team to ensure we celebrate our network and raise awareness of the individualized work of our chapters that together make up the entirety of the movement online through written content, visual graphics, photos, and videos.
- Design and implement a system for posting engaging content to social media with the goal of connecting with stakeholders across the network:
  - Find and share articles and resources that are relevant to network.
  - Ensure FRN responds to individuals engaging with FRN platforms.
  - Regularly connect with FRN partners online, sharing their content and engaging with other organizations in the food waste, food loss, and agriculture movement.
- Monitor social media activities among FRN chapters to ensure they are actively engaging with their audience and our larger network; provide guidance to FRN Chapters seeking to improve and grow their social media; and identify and develop relationships with standout and potential chapters.
- Stay abreast of organizations, policy issues, and news related to our mission with the goal of increasing and diversifying FRN’s content, demonstrating our leading voice in the food recovery movement.
- Track social media metrics including internet traffic, audience, and engagement with FRN stakeholders monthly; gather and develop insights from this data to supplement future strategies.
- Research best practices and strategies to increase following and engagement on social media; capture findings in FRN’s internal Communications Guide; enact strategies to achieve set goals.

Work with the Communications Team and the FRN National Team to design and implement communications strategies and plans for celebrating FRN’s milestones, campaigns, and events.

- Develop and implement project plans to celebrate FRN milestones such as our four million meals served and five million pounds of food recovered, set to occur in our fiscal year 2020, with the goal of engaging our audience and stakeholders to share content, celebrate alongside us, and showcase our voice and influence as leaders in this space.
- Work with the Programs Team and Food Recovery Verified team to celebrate monthly milestones online such as new official FRN Chapters and new Food Recovery Verified accounts joining the network.

- Work with FRN team to create and implement communication plans for all special events and...
programming, including:
  - National Food Recovery Dialogue
  - Move Out For Hunger
  - Regional Outreach Summits
  - Food Recovery Verified
  - Annual holiday party
  - Winter Fancy Food Show
  - Gleaning events
  - Other FRN National events and gatherings

- Design media kits for milestones, campaigns, and events to engage FRN stakeholders
- Work with the Communications Team to attract media attention to FRN events

**Design and implement communications strategies and plans for celebrating FRN programming on a regular basis across all FRN platforms**
- Work with the Programs Team to engage our student chapters online, both to celebrate their work and increase online student engagement
- Work with the Communications Specialist VISTA to encourage and support FRN student volunteers and chapter leaders to write blog posts and engage with FRN’s blog
- Work with the Food Recovery Verified VISTA to gain further traction on the ways that FRN is highlighting and showcasing the Food Recovery Verified program to gain further representation of the program and celebrate the businesses who perform food recovery
- Work with the Evaluation Working Group to celebrate new metrics FRN has yet to voice

**Create visual content to further engage our network online.**
- Design graphics and visuals to celebrate the network and engage our audience. Some examples for graphic projects include:
  - Weekly graphics to update followers on FRN’s stats and metrics
  - Food Recovery Verified monthly graphic to celebrate accounts approved for verification
- Work alongside FRN’s Graphic Designer to create visual content for FRN

**Develop and improve guides, protocols, and processes for FRN’s Communications Team**
- Work alongside the Communications Specialist VISTA to support the further development of FRN’s Communications Guide, the internal document that captures FRN’s writing, brand, and style policies and best practices
- Improve processes to better communicate with stakeholders and keep data updated on all FRN platforms
- Lead trainings and workshops for the team to better understand communication and FRN’s voice and brand

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Food Recovery Network is an equal opportunity employer that does not discriminate on the basis of age, political affiliation, race, national origin, ethnicity, gender, gender identity, disability, sexual orientation, or religious belief. Members of underrepresented groups are encouraged to apply. We accept that everyone we work with has their own way of doing things, inspired by experience and creativity and we are flexible to ensure that everyone can make unique contributions to the food recovery effort.
Required:

- Excellent written and oral communication skills
- Experience with common social media platforms, including: Facebook, Instagram, Twitter, and LinkedIn, preferably in a professional environment
- Experience with Adobe Suite programs including Illustrator and InDesign
- Have a keen eye for design, creativity, and originality
- Impeccable attention to detail and organizational ability
- Experience being project lead, including mobilizing peers and colleagues and meeting milestones
- Passion for celebrating an organization’s mission and movement
- Skilled in managing multiple ongoing projects
- Collaborative attitude and ability to work independently
- Comfortable receiving and giving feedback
- Proficiency with Google Apps and other similar software; ability to learn new platforms
- Ability to deliver in a dynamic, fun, and results-oriented environment
- Desire to work in a learning-centered atmosphere
- Desire to work for a growing organization where opportunities to create and build systems will likely arise
- Comfort creating new systems and improving upon existing models
- Positive and motivational attitude
- Personal cell phone for daily work use
- Comfort supervising and supporting people remotely/virtually

Preferred:

- Bachelor’s Degree
- Photography and videography experience
- Experience collecting and analyzing social media analytics and creating next steps from that information
- Experience working for a national student organization
- Campus organizing experience, including a demonstrated ability to rally and support others to join a cause or organization
- 1-3 years experience working at a nonprofit; internships count
- Familiarity with food justice issues
- Experience creating and implementing social media campaigns
- Able to work hard for the common good

Application Instructions:

1. Apply through the [Corporation for National & Community Service website](https://www.nationalservice.gov)
   a. Create a profile
   b. Submit an application
2. Applications will be accepted on a rolling basis (the earlier the better)

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