Position: Communications Specialist 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 Specialist VISTA will capture FRN’s celebratory moments through written content such as newsletters and press releases and ensure FRN’s website captures program successes. The VISTA will work with FRN’s Communications Team and FRN’s PR firm, Mixte Media to intentionally communicate our voice to a growing number of stakeholders consistently in a way that helps us stay relevant, adhere to a diverse audience, and contribute to the ever-changing landscape that is our food system.

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:

Support the FRN National Team with externally-facing written content, ensuring consistency of FRN’s voice and brand.

- Work with the Communications Team to create, manage, and implement yearly calendar of FRN communication products, including:
  - Blog posts, articles, newsletters, and reports
  - Press Releases
  - Emails to both external and internal stakeholders
  - Supported writing projects with the Executive Director
- Copy edit all externally facing documents submitted to the Communications Team to ensure consistency of FRN’s voice and brand. Examples of team’s communications products include:
  - Email communication to donors based on FRN travel and programming
  - Alumni spotlights
  - Student Newsletter
- Support FRN’s PR firm, Mixte Media, as project lead in the publication of FRN’s FY20 Annual Report
- Work with Development Fellow to create and manage the yearly calendar of communication, keeping an eye out for lapses of communication to key stakeholders

Manage FRN’s website using Squarespace, including: developing content to ensure the website is fresh, updated, and adheres to FRN’s voice and brand and tracking analytics.

- Create, design, and post content to FRN’s website with the goal of growing traction, increasing engagement, and diversifying viewers
- Work with Mixte Media, FRN’s PR firm, to implement strategic and tactical improvements to the website that will improve user experience and increase engagement
- Work with Communications Team to maintain and update FRN’s website with content and language relevant to current and existing programming, events, and campaigns
- Track website metrics including internet traffic and engagement with FRN stakeholders monthly; gather and develop insights from this data to supplement future strategies
- Research best practices and strategies to improve user experience and increase engagement and capture findings in FRN’s internal Communications Guide

Manage FRN’s blog, ensuring we celebrate our network online through a diverse set of authoring voices and adhere to FRN’s voice and brand.

- Pen 10 blog posts celebrating the work that you and the FRN team are doing
- Provide guidance and support to your peers on the FRN team to write a minimum of one blog post per person per program year

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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.
- Work with Communications and Engagement VISTA to encourage and support FRN student volunteers and chapter leaders to write blog posts and engage with FRN’s blog, with the goal of having at least 2 student-written blog postings per month.
- Grow the capacity of FRN’s blog from 2 blog postings monthly to 4.
- Copy-edit all blog posts ensuring consistency of FRN’s voice and brand while also adhering to a diverse set of authors’ voices.
- Work with the Communications Team to design the blog to improve user experience, such as including blog post tags and blog post author bios.
- Track blog metrics including internet traffic and engagement with FRN stakeholders monthly; gather and develop insights from this data to supplement future strategies.
- Research strategies for managing and growing a blog to increase engagement based on FRN’s network.
- Capture research findings and best practices in FRN’s internal Communications Guide.

*Project manage FRN’s monthly Student Newsletter with the support of the Program and Communications Teams. In addition, the VISTA will research best practices for FRN’s General Newsletter.*

- Project manage the Student Newsletter to ensure it is published monthly during FRN’s Program Year (August-June).
- Work with the Communications and Engagement VISTA and Program Team to capture, develop, and share content that our student audience will actively engage with.
- Using MailChimp, track Student Newsletter metrics including viewership and engagement with subscribers monthly; gather and develop insights from this data to supplement future strategies.
- Research strategies to improve engagement and viewership for nonprofit newsletters.
- Utilizing both the tracked metrics and research findings, create a best practices guide for FRN’s Student Newsletter, including a project plan for implementing best practices.
- In addition, research best practices and strategies for FRN’s General Newsletter and develop a best practices guide on the findings including a project plan for implementing best practices.

*Develop and improve guides, protocols, and processes for FRN’s Communications Team*

- With the support of the Communications Team, take lead on updating FRN’s Communications Guide, the internal document that captures FRN’s writing, brand, and style policies and best practices.
- Work alongside the Communications and Engagement VISTA to support the design and implementation of project plans for celebrating FRN’s milestones, campaigns, programming, and events.
  - Develop in-house press releases to celebrate FRN’s achievements relevant to our network of media contacts well ahead of the milestone.
- Improve processes to better communicate with stakeholders and keep data updated on all FRN platforms.

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● Lead trainings and workshops for the team to better understand communication and FRN’s voice and brand

Required:
● Excellent written and oral communication skills
● Significant experience copy-editing for content, writing, and voice
● Experience with web development and design
● Impeccable attention to detail and organizational ability
● Experience being project lead, including mobilizing peers and colleagues and meeting milestones
● Skilled in managing multiple ongoing projects
● 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
● 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 successfully
● 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 with Squarespace
● 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
   a. Create a profile

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b. Submit an application

2. Applications will be accepted on a rolling basis (the earlier the better)

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