Hunger Solutions New York

Communications Associate

Hunger Solutions New York, incorporated in 1989, is a statewide nonprofit organization that strives to alleviate hunger in New York State by promoting awareness of hunger, public policies that contribute to ending hunger, and participation in federal nutrition assistance programs, such as SNAP, WIC, the Summer Food Service Program, the School Breakfast Program, and the Child and Adult Care Food Program. Hunger Solutions New York administers the Nutrition Outreach and Education Program (NOEP), a statewide SNAP outreach, education, and application assistance network; SNAP Help Long Island, a targeted SNAP outreach project; WIC Help New York; and the Child and Adult Care Food Program Outreach Project. As a state and nationally recognized leader on the issue of hunger, Hunger Solutions New York works collaboratively with a variety of state, regional, and national partners to improve policies and programs that contribute to alleviating hunger.

Position Overview

The Communications Associate is a centralized role for the organization in coordinating and providing support for communications activities across all teams and departments. The Associate will assist with content development, external communications, updates to outreach materials, social media and media relations.

Knowledge, Skills and Abilities

The ideal candidate will be focused, creative, disciplined, attentive to detail, and able to manage a varied and time-sensitive portfolio of work. Ability to meet deadlines, professional demeanor, ability to work independently and as part of a team will be expected. The Communications Specialist will be charged with communicating about the organization’s mission to reduce hunger; therefore, a basic understanding of poverty, safety net programs, federal nutrition assistance programs and state and federal anti-hunger efforts is a plus. Demonstrated experience in organizational communications, managing social media platforms, and strong writing/editing skills required. Experience with Microsoft Office, MailChimp, and WordPress strongly preferred. Familiarity with Adobe Suite (InDesign, Acrobat, Photoshop) preferred, or a willingness to be trained.

Minimum Qualifications:

- Must be committed to our mission
- Must possess at least two (2) years of professional experience in organizational communications.
- Bachelor’s degree required.
Responsibilities:

Organizational Communications:
• Support the development and implementation of annual external communications plan including report releases, outreach campaigns, social media, press releases, email campaigns, annual report, annual fundraising appeal, advocacy initiatives, and other opportunities. Keep track of annual communications calendar.
• Assist with content development of program-specific email newsletters, reports, outreach materials, and website content.
• Produce and distribute monthly general organizational email newsletters.
• Serve as the organization’s primary proofreader; provide copy editing as needed.
• Support Creative Manager with updates to outreach materials, flyers, etc

Media Relations:
• Maintain database of media outlets throughout state; identify key reporters working in the anti-hunger space.
• Write/edit press advisories, press releases, op-eds, and letters to the editor.
• Organize the organization’s response to media requests and pitch stories when necessary.

Website and Online Media:
• Manage the organization’s social media channels (Facebook, Twitter, Instagram, LinkedIn, YouTube); collect and/or develop content for approval and posting; monitor performance.
• Edit/update Hunger Solutions New York website as directed.
• Use Google Analytics to measure website performance, and identify opportunities for improvement.

Additional Information:
Other responsibilities as assigned. Position reports to Director of Communications and Public Affairs. Occasional travel required. This position is based in Albany at the Hunger Solutions New York, Inc.’s offices.

Salary of mid-$30K, commensurate with experience plus fully paid benefits premiums, including health, dental, life, short and long-term disability, all starting the month immediately following date of hire (except for dental which is third month after date of hire), organizational contribution to a Health Reimbursement Account (HRA) depending upon health insurance chosen, retirement plan that is matched by the organization (available after 6 months of employment). Other options available. Casual, professional, flexible work environment.

To be considered for this position, please email your cover letter and resume to Jobs@HungerSolutionsNY.org. Please include “Communications Associate” in the Subject Line of your email.

Hunger Solutions New York is an Equal Opportunity Employer. Please visit www.HungerSolutionsNY.org to learn more about the organization.