



Position Title: Marketing and Communications Specialist

Schedule: Part-Time 25-28 hour per week M-F, occasional weekend day

Reports to: Development Manager

Salary: \$28/hr-\$30/hr BOE

Organization Overview: Bounty & Soul is an innovative, grassroots, community-based organization working to advance food and health equity by giving everyone a fair opportunity to eat well, be healthy, and thrive. We provide consistent access to nourishing food, health & well-being education, and a supportive community. We are an energetic, passionate, and committed team made up of a small but mighty staff, more than 400 volunteers, 100+ community partners and key stakeholders that are dedicated to advancing our mission.

Position Overview: We are seeking a passionate and motivated Marketing and Communications Specialist to help amplify our mission and impact. This person will be responsible for developing and implementing effective and thoughtful storytelling through marketing and communication strategies/campaigns that promote our programs, engage our partners, support fundraising, increase visibility, and raise awareness about our mission and collective work in food and nutrition security. This role requires a creative thinker with strong writing and organizational skills who can effectively manage multiple projects in a fast-paced environment. Strong writing, proofreading, and copy-editing skills are a must, as is the ability to speak within the organization's voice to reflect our impact with gratitude and compassion, along with proficiency in graphic design to create visually engaging content. The Marketing and Communication Specialist will approach conversations and all writing with a mindset of appreciation, recognizing the value in every interaction and fostering a positive atmosphere. This person will report to the Development Manager and assist with social media, marketing, PR, and fundraising.

Diversity/Inclusion Statement: The heart of Bounty & Soul's mission recognizes and celebrates diversity, inclusion, social justice, and community-led solutions to inequities. We believe that in order to fully embrace diversity and inclusion, everyone must feel seen, heard, respected and valued. Within our team, we strive to nurture a culture where inclusion and diversity are a reflex, not an initiative--one that unifies us in a shared sense of celebration, care, respect, passion, and commitment to social & environmental responsibilities.

Key Responsibilities:

- **Content Creation:** Write and edit compelling, meaningful, and mission-driven content for fundraising appeals, newsletters, annual reports, social media, press releases, print material, and the organization's website all to inspire, connect and engage our supporters and community. Use storytelling as a tool to bring our mission to life, sharing powerful stories that resonate with the community and supporters.
- **Graphic Design:** Create visually compelling graphics and digital assets for email campaigns, social media, print materials, and web content that align with brand standards and support strategic communications goals.
- **Visibility:** Help to increase organizational visibility locally, statewide, and nationally.
- **Social Media Management & Digital Presence:** Develop and execute a social media strategy to enhance engagement and awareness and drive website traffic all to attract new donors to support our work.
- **Website Management:** Oversee the website to keep content fresh, engaging, and up to date telling the story of the organization and our impact.
- **Brand Alignment:** Ensure consistent messaging and branding across all communications, aligning with the organization's mission and values.

- Stakeholder Engagement: Collaborate with staff, volunteers, and community partners to gather stories and testimonials that highlight our impact.
- Event Planning & Promotion: Assist in planning and promoting events, campaigns, and fundraising efforts through targeted communications to ensure successful participation and community involvement.
- Media Relations: Build and maintain relationships with local media outlets to increase coverage of our initiatives and events.
- Analytics and Reporting: Monitor and report on the effectiveness of marketing and communication strategies using analytics tools to continuously refine our strategies for greater impact.

Qualifications:

- Associate or Bachelor's degree in Communications, Public Relations, Marketing, or a related field required.
- 3 + years of experience in nonprofit communications, marketing, or public relations required.
- Solid understanding of digital marketing channels and platforms, including social media, content marketing, SEO, and email marketing.
- Strong organizational and project management skills, with the ability to prioritize tasks, meet deadlines, and manage multiple projects simultaneously.
- Excellent written and verbal communication skills, with the ability to craft compelling messaging and effectively engage with media, stakeholders, and the public.
- Graphic design experience with a keen eye for design and the ability to develop visually appealing marketing materials – attention to detail a must.
- Event planning experience is a plus.
- Analytical mindset with the ability to be detail oriented and interpret data and insights to drive informed decision-making and campaign optimization.
- Ability to work independently and as part of a team, onsite and remotely.
- Passion for food security and social justice issues a plus.