



Do you:

- Tell stories as a way to illustrate important social and economic issues?
- Value communications as a strategic, movement-building tool?
- Like working as part of a team and developing leadership in others?
- Approach your work with a racial equity lens?
- Enjoy getting things done and making a tangible impact?
- Love identifying potential solutions to streamline recurring tasks and processes?
- Thrive in a mission-driven environment where the work you do really matters?

Metro Caring, Colorado's leading anti-hunger organization, is accepting applications for our Communications and Marketing Specialist.

Metro Caring's Communications and Marketing Specialist will generate visibility and support for our mission to meet people's immediate needs for nutritious food while building a movement to end hunger in Colorado. The Communications and Marketing Specialist will share stories with and about members of our community through a race and class lens to advance our work addressing the root causes of hunger, develop members of our community to share their own stories in connection to press coverage and policy work, and play a critical role in narrative building work in Colorado's anti-hunger movement.

REQUIRED QUALIFICATIONS/SKILLS/ABILITIES

While training and onboarding will be provided, we are interested in applicants who possess the following skills, abilities, and experience:

- 3-5 years of experience in communications, public relations, marketing, or equivalent experience
- Fluency in the race class narrative, and involvement in utilizing communications and storytelling in a campaign, or in a political, social change, or other cause-driven environment
- Outstanding written and visual communication skills with the ability to write for different audiences and for various purposes including base-building and fundraising; and values-rich, persuasive communications aimed at the "moveable middle"
- Capacity to serve as a generalist generating content for social media, website development and maintenance, press releases, speeches, op-eds, blogs, etc.
- Track record securing earned media and opinion pieces, and driving content to platforms such as podcasts to promote thought leadership
- Ability to bring an equitable and inclusive lens to communications and marketing
- Experience managing volunteers, interns, and contractors, including setting direction, goals and tasks
- Ability to develop and empower diverse adult leaders with media and storytelling training so that they might tell their own stories to the press and in policy arenas and connect their personal narratives with broader issues
- Experience developing key messages and skills to train staff and key spokespersons in key messages and provide media training
- Experience working with executives; can interpret vision and innovation into implementation

- Self-starter who works well independently and shows good judgement in seeking guidance and direction, and strong interest and ability to work collaboratively
- Skilled at balancing multiple projects at once while meeting deadlines
- Fluency with issues of systemic inequity, and racial and economic justice issues
- Experience working with diverse communities of people
- Creative, yet meticulous and detail-oriented; adheres to timelines
- Ability to use analytics to track the effectiveness of communications and marketing efforts
- Strong computer skills; fluent in Microsoft Office; experienced with Adobe Photoshop and InDesign; Email Marketing Software; Website Content Management Systems; Salesforce, EveryAction and VAN experience a plus; Microsoft Teams skills a plus
- Bilingual Spanish, Arabic, Mandarin, Russian, or Rohingya preferred
- Photography skills and experience preferred
- Looking to be a part of a diverse, dedicated, smart, and passionate team

To apply, please submit a resume and cover letter to job@metrocaring.org with “Metro Caring Communications and Marketing Specialist” in the subject line, and title your documents “First Name_Last Name_CMS_Resume” and “First Name_Last Name_CMS_Cover Letter”. Please use your cover letter to communicate why you are excited to work to help build a sustainable anti-hunger movement in Colorado, highlighting any of the above skills, abilities, and experience above that you have. This position will be filled on an ongoing basis. Applications will be accepted until positions are filled; however, priority will be given to those applicants who submit their materials before 5:00 PM MT on January 20, 2021.

Incomplete applications will not be considered.

POSITION TITLE: Metro Caring Marketing and Communications Specialist

REPORTING TO: Senior Manager of Development with access to CEO

LOCATION: The Metro Caring office is located at 1100 E 18th Ave, Denver, CO 80218. Onboarding and training will take place at the office, with work taking place flexibly (a hybrid of remote and in-person) thereafter

STARTING DATES: To be negotiated. We are committed to finding the right addition to our amazing team.

COMPENSATION: \$60,000 - \$75,000 full time, exempt, annual salary. Metro Caring offers a fulfilling workplace and comprehensive benefits package, including: joining a diverse, passionate, enthusiastic and collaborative team; 120 hours per year of paid time off; paid sick leave; paid holidays; 401K retirement plan with a 5 percent employer-paid match; and competitive employee health, dental, short-term disability and family leave plans. Metro Caring supports flexible work scheduled, offers 2 hours of wellness time per week, and a no drama culture that centers our mission, the pursuit of equity, continuous improvement, and community leadership in all we do.

More Details:

The Communications and Marketing Specialist duties include:

MESSAGING AND COMMUNICATIONS

- Showcase Metro Caring’s mission of providing nutritious food to those who need it while building a movement to end hunger in Colorado
- Produce communications (audio, visual, and written) that advance Metro Caring’s mission, brand and critical messaging while providing regular, significant and consistent information about initiatives and activities across the organization and community
- Craft messaging to build public support for systems and policy changes to end hunger
- Implement all marketing communications elements in conjunction with the senior leadership team, partners and other resources
- Develop, test and refine messaging for maximum effectiveness
- Compose and send engaging monthly e-newsletters to Metro Caring Community
- Manage organizational social media plan and execution of 3x/weekly posts across social media platforms (e.g. Facebook, Twitter, Instagram, LinkedIn)
 - Generate or edit content
 - Create or edit graphics/photos
 - Schedule/post
 - Maintain social media calendar
 - Ensure content incorporates core values, programs and appropriateness for all audiences
 - Track engagement, impressions and review analytics to assess performance
- Support leadership speaking engagements, including content/presentation creation, logistics, materials etc.

STRATEGIC COMMUNICATIONS PLANNING AND IMPLEMENTATION

- Implement a cohesive strategy and platform for content creation, impactful messaging and storytelling to increase brand recognition, audience reach, and engagement
- Create annual communications budget and ensure on-time and on-budget delivery of objectives
- Develop goals, establish consistent standards for measurement, and assess progress through quantified and qualified research
- Develop, execute and monitor communications campaigns, programs and calendar in collaboration with Metro Caring’s leadership and lead Strategic Communications Committee (made up of Metro Caring staff, volunteers and community members)
- Maintain an overall inventory of compelling content to be utilized across all platforms
- Anticipate and recommend tactical communications activities that highlight Metro Caring’s profile in the community and contribute meaningfully to conversations related to the mission
- Support collaborative initiatives by working with partners such as the Denver Community Food Access Coalition and Blueprint to End Hunger
- Supervise contractors, interns, and volunteer support for marketing and communications
- Oversee and manage any marketing, graphic design, and communications contracts
- Support Metro Caring’s Spokesperson Certification program

CONTENT DEVELOPMENT

- Create strategic, dynamic and engaging content and communications providing consistency, values-alignment, cohesion and “one voice” across Metro Caring’s communication outlets
- Write clear, error-free content for all internal and external online, broadcast and print materials
- Deliver high-quality final products and content on budget and deadline
- Update and ensure adherence to graphic standards and brand consistency
- Generate earned media and op-ed content and pitch stories which showcase Metro Caring’s diverse population and voices
- Develop speeches, talking points, op-eds, blogs, and other content for Metro Caring’s CEO
- Manage contracts for graphic design and production of materials

MARKETING/PR

- Create and maintain organizational collateral, including annual report, brochures, flyers, and other marketing pieces
- Coordinate with graphic designers, print, and fulfillment vendors to produce brand compliant, polished and compelling collateral
- Coordinate PR efforts including fielding press inquiries, creating and distributing press pitches/releases, maintaining press kit, and managing media tours
- Help cultivate and manage media sponsorships with local print, web and broadcast; serve as media liaison; develop articles for production

BUDGET AND GRANT MANAGEMENT

- Cultivate the stories and data needed for any related grant writing and reporting
- Develop and manage communications and marketing budget in partnership with Chief Financial Officer

CULTURE OF ENGAGEMENT

- Participate in monthly all-staff meetings/retreats; lead relevant trainings and present department specific content for full team as applicable
- Attend at least one volunteer gathering per week. Meet and greet volunteers
- Walk the floor during programming and events to form relationships and gather stories
- Embody and model Metro Caring’s values with staff, volunteers and others in the Metro Caring community

Applicants must have reliable transportation. Relocation costs are not covered by Metro Caring.

Metro Caring is an equal opportunity employer. The organization is dedicated to the goal of building and maintaining a diverse staff and we encourage applications from qualified individuals of all backgrounds. Black, Indigenous, People of Color (BIPOC), veterans, first-generation Americans, and those that identify as LGBTQ and non-binary are strongly encouraged to apply.