



**FOOD BANK**  
OF NORTHEAST GEORGIA

Our Vision: "EVERY NEIGHBOR. WITH ENOUGH FOOD. EVERYDAY."

Job Title: Manager of Communications  
Classification: Full-time, Exempt  
Location: Athens, GA  
Compensation: \$50,000 - \$55,000

#### About Us:

The mission of the Food Bank of Northeast Georgia (FBNEGA) is to connect neighbors with nourishing food.

Our team has united for more than 30 years to: build a greater understanding of food insecurity; create clear pathways for donors, volunteers, and community members to invest in solutions to this widespread problem; to serve as the hub of an expansive supply and distribution network; and, ultimately, to realize food certainty for every neighbor across our 15-county region.

#### Our Values:

**Accountability:** We commit to continuous improvement and transparency in all that we do.

**Belonging:** We create a place of welcome and hospitality for all.

**Compassion:** We acknowledge that hunger is a burden that no one should bear alone.

**Dignity:** We honor the humanity of all people.

**Efficacy:** We get things done and understand the urgency of our work.

**Stewardship:** We honor the power of giving by applying resources in a mission driven and thoughtful manner.

#### Job Summary:

The Manager of Communications will work closely with the Chief Philanthropy Officer, the CEO and fellow colleagues to develop and implement a comprehensive Communications Strategy that supports the needs of the full organization, including Philanthropy and Member Relations including outreach to people facing hunger. This position will be responsible for managing all aspects of



the organization's public-facing messaging and communication strategies, according to the mission and goals of the Food Bank of Northeast Georgia, applying discernment and our core values to internal and external interactions and decision-making.

Key Responsibilities:

- Develop and manage marketing and media placement, including creative development.
- Develop and prepare communication tools including annual reports, donor & member newsletters, web content, social media, presentation decks, one-pagers, press releases, talking points, and other publication-ready materials.
- Leads storytelling work – collecting, writing/editing content, capturing images and video, storing/organizing, and strategically utilizing stories told by teammates, Members and neighbors, donors and volunteers in a way that is respectful and responsible.
- Manage the appearance, content strategy and updates for all owned channels including website and social media, including the design and publication of original digital market assets, e.g. infographics.
- Assists with and attends public events as needed.
- Ensures that that all GA4, AdWords and Tag Manager efforts are maximized to drive site traffic and better understand conversions.
- Tracks, analyzes, and reports on the effectiveness of all marketing activities, including website, social media, email marketing, Google Ads, and paid advertising.
- Work closely other departments to ensure proper adherence to brand standards in all internally and externally facing materials and in the creation and maintenance of the Food Bank's collateral.

Qualifications:

- Bachelor's Degree required. Preferred journalism, communications, public relations, or marketing background.
- Candidate must be able to pass criminal background check and drug screening.
- Exceptional written communication skills and overall clear communication capacity.
- Strong aptitude for discerning and applying professional judgment for timely and strategic communication as well as the Food Bank's AI policy.



- Demonstrated creative ability, including taking high quality photos and video, as well as layout design.
- Organizational skills, with the capacity to engage in various platforms and systems in a fast paced, and dynamic environment.
- Demonstrated ability to take initiative and execute complex and multi-varied tasks, including program evaluation and outcomes reporting.
- Highly proficient in the use of Microsoft Office suite, WordPress, Meta and LinkedIn platforms.
- Understanding of AEO and GEO
- Ability to drive, excellent driving history, and access to a reliable vehicle.

#### Personal Qualities:

- Passionate about the mission of the Food Bank
- Ability to work collaboratively across all Food Bank departments
- Can communicate with a diverse team
- Will set clear goals and holds self accountable
- Ability to use independent judgment in routine and non-routine situations
- Accuracy, timeliness, attention to detail, highly organized
- Ability to discern when and how to establish boundaries and do so with respect to all key relationships
- Able to leverage strong communication skills with a diverse range of stakeholders to build and strengthen relationships, inspire action and support, and further the mission of the organization
- Highly self-motivated and adaptable
- Highly flexible, responsive, prompt, and able to multitask

#### Work Environment:

Work is values-driven, outcomes, and deadline oriented. Regular and predictable attendance is required. Some travel required, some extended hours and weekend work may be required.

#### Physical Demands:

- The ability to occasionally lift, move, and carry objects weighing up to 10 lbs. safely and comfortably.
- The ability to use close vision, distance vision, peripheral vision, and depth perception to see and respond to stimuli.



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- The ability to speak, for expressing or exchanging information and instructions through spoken word.
- The ability to receive instructions or information by means of oral communication.
- The ability to respond quickly to sounds.
- The ability to stand, stoop, and walk to move safely in a normal office environment.
- The ability to use hands and arms to reach, feel, handle, or grasp items.

### Workplace Details and Benefits

Office Location: 890 Newton Bridge Road

Office Hours: 8:00am-4:30pm; in-person  
(occasional evening, weekends; some travel required)

Professional Development: We maintain an ongoing and open commitment to professional development and leadership. Staff have opportunities through:

- Feeding America
- Feeding Georgia
- Nonprofit Training Series
- Athens Area Community Foundation and United Way offerings
- Other training and opportunities supported by CPO and CEO

### Compensation and Benefits:

- Values driven work environment
- Competitive compensation
- 401(k)/Roth 401(k) with up to 4% match
- Elective Health, Dental, Vision insurance access
- Basic life, short-term, and long-term disability insurance
- 13 paid holidays
- Generous paid time off policy