

Marketing & Communications Officer

Tri-State Food Bank, Inc.

Classification: Full-time, exempt

Department: Administration

Reports to: Chief Development Officer

Salary: Commensurate with experience. Compensation also includes individual health insurance, life insurance, PTO, and retirement contribution

Job Summary:

The Marketing & Communications Officer is an integral part of Tri-State Food Bank's resource development team. The M&C Officer will be responsible for developing and executing strategic marketing and communication plans that support the organization's brand, marketing goals, and outreach initiatives. This role ensures consistent messaging across all channels, strengthens audience engagement, and enhances the organization's public presence.

Duties and Responsibilities

- Content Creation: Develop compelling content for print, web, email, and social media, including newsletters, press releases, blog posts, brochures, and presentations.
- Brand Messaging: Maintain consistent brand voice and messaging across all marketing and communication platforms to represent and promote Tri-State Food Bank.
- Marketing Campaign Management: Assist in the planning, execution, and reporting of marketing campaigns, annual reports, and communication initiatives.
- Digital Marketing: Manage or support website content, email campaigns, annual reports, and social media platforms to increase reach and engagement.
- Media Relations: Write press releases and liaise with media outlets to secure coverage.
- Event Promotion: Create promotional materials and communication strategies for events or fundraisers.
- Analytics & Reporting: Track and report on communication efforts to evaluate success and suggest improvements.
- Assist with special projects and other duties as assigned.

Qualifications

- Bachelor's degree in Marketing, Communications, Journalism, Public Relations, or related field.
- 2–4 years of experience in marketing or communications.
- Strong writing, editing, and proofreading skills.
- Knowledge of graphic design principles and tools (e.g., Canva, Adobe Creative Suite).
- Excellent project management and organizational skills.
- Ability to work collaboratively in a fast-paced environment.
- Experience in nonprofit, education, healthcare, or corporate communications.
- Basic understanding of video editing or photography.
- Familiarity with data analytics and CRM systems (e.g. Bloomerang).

Preferred Attributes:

- Passion for the organization's mission and commitment to ethical fundraising.
- Strategic thinker with a donor-first mindset.
- Experience planning donor engagement events or campaigns.
- A deep commitment to the mission of Tri-State Food Bank to end hunger in our community.
- Experienced administrator with exceptional organizational skills, attention to detail, a team player and goal-driven attitude.
- Must be proficient in using donor software, Microsoft Excel, Word, Outlook, Publisher, Digital Marketing Tools, and PowerPoint.

The purpose of this job description is to provide an overview of the scope of the position. This is not a comprehensive list of duties/responsibilities. Other relevant duties and responsibilities may be assigned.

To apply, please send cover letter and resume to: Zac Heronemus, Executive Director, at zheronemus@tristatefoodbank.org.