



Job Description: Communications Coordinator (Policy Advocacy)

Location: California

REPORTS TO DIRECTOR OF ENGAGEMENT OR SENIOR ADVOCATE

The Communications Coordinator will help plan and execute communications strategies that advance our work to ensure fair access to food, prioritizing our fellow Californians who experience the greatest need and face the starkest inequities.

Duties and Responsibilities

The primary responsibilities will generally include helping develop and execute communications strategies that will support our policy advocacy campaigns and the organization as a whole.

Responsibilities may include:

- Identifying key messages and messengers for successful communications and otherwise utilizing communication to advocate equitable access to nutritious, affordable food for Californians with low income;
- Working with advocates to gather stories; managing the organization's story banks, story stipends, and consent processes; embracing and implementing the organization's [storytelling policy](#);
- Under the direction of campaign leads, communicating (often through our CRM, EveryAction) with diverse groups of stakeholders, including, but not limited to, individuals experiencing economic hardship and food insecurity; community-based organizations; researchers; advocacy organizations; government administrators; and elected officials;
- Supporting efforts to present data and synthesized research in accessible and visually compelling ways to inform proposed and existing policies;
- Increasing the reach of the organization's written publications such as policy memos, factsheets, data infographics, and briefs;
- Managing the organization's social media channels;

- Contributing to the development of compelling, visually appealing content for a variety of audiences via social media and other digital platforms.
- Developing media statements, press releases, and help coordinate campaign-related press events (in-person and virtual)
- Coordinating special communications projects, including local and statewide educational and advocacy events (in-person and virtual); and
- Actively representing Nourish California at state and local meetings relevant to our mission, priorities, and agendas as needed.

Note: To carry out the above responsibilities, same-day travel within the state may eventually be required (currently there are no travel expectations due to the pandemic). Occasional overnight travel will be required. Travel requirements will vary by project and assignments and are not always predictable.

Qualifications

Relevant skills and experience include communications, advocacy, digital & social media, strategic thinking, marketing, public relations, and a strong commitment to improving nutrition, health, and well-being for low-income Californians.

Required skills and experience

- At least three years of relevant work experience. Relevant time spent in undergraduate courses or total time engaged in graduate education in a relevant field, such as communications, public relations, public policy, public health, or social welfare may contribute to this requirement;
- Strategic communications or media advocacy;
- Problem-solving, analytical, and critical thinking skills;
- The ability to work independently, coordinate projects, and respond appropriately to multiple priorities
- Working knowledge of Canva, Google Suite, Zoom, social media platforms (we use Twitter, Instagram, Facebook), Customer Relationship Management systems (we use EveryAction), Content Management Systems (we use WordPress, Craft); and
- An understanding of and a willingness to address institutional and structural racism, implicit and explicit bias, systemic inequities, and their impacts on individuals and communities.

Desired skills and experience

Demonstrated skills and experience with respect to

- Experience with digital media advocacy;
- Social media messaging, marketing, and targeted emails;
- Data visualization and mapping;
- Advocacy experience with poverty, health, nutrition, or a related social movement;
- Understanding of issues affecting low-income populations;
- Experience incorporating the perspectives of multiple communities, particularly communities negatively impacted by systemic inequities, in policy, programmatic, or operational decisions;
- Experience with GoogleApps and WordPress; and
- Demonstrated fluency and/or literacy in more than one language.

The salary range for this position is \$65,000 to \$80,000. We offer outstanding benefits, including dependent coverage.

Nourish California is actively working to build a talented team that's inclusive of diverse experiences and communities. Underrepresented individuals and those with a personal connection to our mission are encouraged to apply. All applicants are given careful consideration.

For more details, instructions, and to apply online visit:

) <https://nourishca.org/about/career-opportunities/>