



## **JOB DESCRIPTION**

**Title: Public Relations and Government Affairs Coordinator**

**Classification:** Full-Time, Exempt

**Department:** Development

**Reports to:** Marketing Communications Manager

**Location:** Boise, Idaho

### **Job Summary:**

The Public Relations and Government Affairs Coordinator identifies and implements communications best practices, including traditional and emerging media channels, to inform and influence key external and internal constituencies to further The Idaho Foodbank mission. This position is responsible for researching, creating, writing, organizing and disseminating information regarding The Idaho Foodbank needs, activities, events, issues and policies. This position is accountable for coordinating statewide communication efforts to inform the media, donors, community leaders, policy makers, partners and other stakeholders about complex issues and policies affecting the food insecure and hunger relief efforts.

### **Principle Duties and Responsibilities:**

- Conduct research, develop story ideas and create materials that enhance the Foodbank image and public awareness of Foodbank operations and activities through e-newsletters, print newsletters (2x annually), annual report, print collateral material, and select digital assets.
- Create, write, pitch and disseminate news releases, media alerts, speeches, press kits, articles and reports, talking points (monthly, issues & events), fact sheets, media materials.
- Provide staff and media with background information regarding local, state and national hunger statistics and issues. Personalized media coaching sessions, create fact sheets for media at each event, ensure media alert has relevant and accurate facts, current talking points.
- Identify emerging issues that may affect The Idaho Foodbank and those struggling with hunger, and coordinate an organized approach for communicating Foodbank positions. Partner with staff in analysis and assessment of data. Collaborate with all staff to create content, promote the Foodbank brand and incorporate tailored messaging into strategic communications.
- Work closely with outside community groups and organizations in coordinating public information to promote fundraising and organizational activities that support The Idaho Foodbank.
- Work collaboratively with leadership and the board of directors Advocacy Committee to develop and maintain relationships with local, state and national legislators and government officials to advocate for hunger relief.
- Develop and maintain relationships with local, statewide and national media.
- Responsible for tracking all earned and unearned media stories, maintaining contact lists, press clippings and archives.
- Actively work cross departmentally to develop stories and support campaigns and events.

- Participate in the internal crisis response team to provide insight and implementation of communication strategy internally and externally.
- Perform a wide variety of duties and responsibilities with accuracy and speed under the pressure of time-sensitive deadlines.

**Knowledge, Skills and Abilities Required:**

- Bachelor's degree in journalism, public relations, marketing, communications or related field; and minimum three years' experience in a related field and/or any equivalent combination of experience and training that provides the knowledge and abilities necessary to perform the work
- Expertise regarding essay or journalistic writing, English grammar, and experience using specific communication styles for digital, print and mass media
- Proven experience creating, managing and writing blogs, e-newsletters and websites
- Experience writing and designing in email marketing platforms and website content management systems required
- Understanding of public affairs, communications and media principles, procedures and best practices used in mass communication and public relations
- Experience evaluating and applying digital and emerging communication technology
- Experience developing and implementing communication plans and strategies
- Experience meeting deadline-oriented, time-sensitive project goals
- Experience researching topics and correlating information

**Working Conditions:**

This work is performed primarily in an office environment occasionally for extended periods of time. This job could involve periodic lifting and carrying of items that may weigh up to 50 pounds. May need to work outside normal office hours and may need to drive own vehicle for various projects on a daily basis.

**Food Safety:**

- Commit to upholding policies, principles and best practices for food safety.
- Understand the personal responsibility to follow all safety policies and health rules, programs and procedures, to report all unsafe acts, environment or behaviors immediately and to always report safety issues, incidents or accidents immediately.

THE IDAHO FOODBANK IS AN EQUAL OPPORTUNITY EMPLOYER.