



COMMUNICATIONS SPECIALIST

POSITION OPENING

2024

Meals on Wheels of Greater Lynchburg addresses the hunger, isolation and unique needs of the homebound. Driven by volunteers who embody compassionate care, Meals on Wheels strengthens our community by delivering hot, nutritious meals, friendly visits, and safety checks – empowering people to live valued, independent lives at home. We serve people of all ages and incomes without state or federal funding for our meal programs.

Position Description

Develop and implement an integrated, organization-wide strategic communications plan to educate and promote Meals on Wheels. While promoting organizational brand, ensure that all messaging is clear, consistent, and reflective of our Mission, and voiced appropriately for the audience.

Serve as content generator in collaboration with other positions, for all communication channels for Meals on Wheels:

- Print publications
- Websites
- Social media
- E-news and other online communication
- Mainstream press
- Public Relations and marketing

Specifically, work independently, with staff, and with design partners to:

- Assist our Director of Communications and Outreach with the development of communications strategies and plans. Structure and oversee the implementation of communications campaigns to ensure short- and long-term organizational goals are met.
- Provide strategic insight and planning for online and traditional content. Identify challenges and emerging issues faced by the sector and organization. Work with staff to recognize internal and external communications opportunities and solutions. Define and execute appropriate strategies to support.
- Evaluate and refine all educational, marketing and promotional material, ensuring unified image, voice and messaging.
- Write and edit marketing and ad copy, e-blasts, articles, posts, success stories, newsletters, special correspondence/letters, web copy, video scripts, PSAs and other collateral materials as needed.
- Manage all social media accounts.
- Responsible for drafting, editing, and layout of newsletter (News & Updates). Oversee creation and distribution of supplemental newsletters (Volunteer, Client).

- Responsible for monitoring web content and keeping website navigable, current, consistent, and compelling.
- Cultivate success stories / client testimonials through internal and external interviews and research
- Adapt the company's communications processes and policies by keeping track of the target audience, market trends, and ongoing communications campaigns' performance.
- Manage social media based grant opportunities as appropriate, i.e., Share the Love, Meals on Wheels America collaboration opportunities, etc. Assist the Director in other grants as needed.

Outreach

- Report monthly on communication activities/promotions for Board and Committee use.
- In collaboration with Program staff, market the organization and our service with a renewed emphasis to current and potential referral sources; arrange to meet / leave info; arrange speaking opportunity for staff, etc.
- In collaboration with Volunteer staff, market the organization and our volunteer opportunities. Arrange to meet / leave info; arrange speaking opportunity for staff.
- Work with Outreach/Development Director to optimize web sites, increasing online donations, e-newsletters, etc.
- Continue established social media best practices for Facebook, Instagram, Feathr, a la Carte and other software/media platforms.

Qualifications

- Heart and passion for the homebound in our area.
- Experience in Communications, Marketing, Public Relations, or related field, preferably in a nonprofit environment.
- Experience with traditional and digital communication channels.
- Knowledge of branding, PR, nonprofit communications, and core digital marketing concepts.
- Excellent communication, organizational, and time management skills.
- Bachelor's degree in Communications, Public Relations, Journalism, Marketing, or related field.

Schedule & Compensation:

- Exempt position. Eligible for benefits, vacation, and holiday pay. Expected to work a few holidays for a couple hours, other days and times may be requested occasionally.
- \$40,000 - \$55,000 annually, based on experience.

For More Information, contact: Becky Tweedy, Communications & Outreach Director:
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