

POSITION: Public Relations Specialist (Multicultural)

FTE/FLSA: 1 FTE (40 hours/week) / Exempt

SALARY: Grade 105 \$45,052-\$55,189

LOCATION: 3003 S. Country Club Road

SCHEDULE: M-F business hours, some nights and weekends required

REPORTS TO: Public Relations Manager

Function

The Multicultural Public Relations Specialist is part of the Marketing team and is responsible for strengthening relations with the Latinx community, and producing content relatable to Southern Arizona. This position supports a broad range of marketing activities for the Community Food Bank of Southern Arizona. This position collaborates with internal key partners across the organization and reports to the Public Relations Manager.

Duties and Responsibilities

- Create engaging content (written, video, and multimedia) for external and internal communications and web as assigned targeted to a multicultural audience (English and Spanish).
- Support a broad range of marketing activities, including public relations and communication strategies via traditional and digital channels in multiple languages.
- Work with the Public Relations Manager to execute public relations activities and monitor communications between CFB and various media outlets, including newspapers, websites, TV/radio stations, internet, and social media.
- Conduct interviews with clients, donors, volunteers, staff, and the public to generate compelling stories
- Contribute to current photo library of CFB functions and events.
- Schedule media buys for Latinx outlets as needed to support CFB events and fundraising goals. Explore new and best avenues for CFB advertising.
- Maintain relationship with grants team, providing support in needed social media or traditional media outlets to meet conditions of grants provided. Provide social media analysis for required grant reports.
- Perform other duties as assigned

Minimum Qualifications:

- Bachelor's Degree in Marketing, Public Relations, Journalism, or related field or equivalent experience.
- Effective verbal and written communications with fluency in Spanish required, additional languages a plus.
- Strong writing skills and knowledge of Associated Press Stylebook guidelines
- 2+ years multicultural marketing experience, preferably for the Latinx market
- Knowledge Experience utilizing experiential, content, and social media marketing campaigns and working with media plans
- Experience in web-based environments (such as CMS, Twitter, Facebook, and blogging software) working in CMS platforms to maintain and create digital content.
- Highly proficient in MS Office and Adobe Creative Suite for both print and digital application.

Physical Requirements:

- Light Work – exerting up to 20 pounds of force occasionally, and/or up to 10 pounds of force frequently, and/or a negligible amount of force constantly to move objects.

Expectation:

CFBSA is committed to providing employees with an environment in which the **Core Values** of *Respect, Integrity, Accountability, Collaboration, Excellence, Innovation, and Social Justice* are supported and encouraged.

CFBSA works diligently to maintain a culture of fairness, responsibility, trustworthiness and teamwork to advance our mission: *We change lives in the communities we serve by feeding the hungry today and building a healthy, hunger-free tomorrow.*

The Community Food Bank is a drug and tobacco free work environment.

Community Food Bank is committed to having a workforce that reflects diversity at all levels and is an equal opportunity employer. Qualified applicants are considered for employment, and employees are treated during employment without regard to race, color, religion, national origin, citizenship, age, sex, sexual orientation, gender identity, marital status, ancestry, physical or mental disability, veteran status, or any other characteristic protected under applicable law.

Reasonable accommodations may be made to enable individuals with disabilities to perform these essential functions.

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

General Sign-off:

I understand that I am expected to adhere to all company policies and to act as a role model regarding all policies and CFBSA Core Values.

I have reviewed this job description and I understand this explanation, and I am able to fulfill the requirements of this position.

Read and Accepted By: _____

Date Signed: _____