



**Organization:** Dare to Care Food Bank  
**Job Title:** Director of Communications  
**Location:** Louisville, Kentucky  
**Classification:** Full Time

**About Dare to Care:** This year, 27 million pounds of food will be acquired by Dare to Care Food Bank from sources across the nation and within our community to provide 23 million meals to children and adults in 13 counties of Kentucky and Indiana. The staff works with approximately 3,500 volunteers to sort and prepare the foods for distribution at no cost to 250 partner agencies that pick-up food each week at Dare to Care's warehouse; in some cases, staff also makes deliveries to food pantries and kitchens.

**Position Description:** The **Director of Communications** is responsible for advancing the public image and awareness of the Food Bank and its mission by creating and implementing a comprehensive communication and marketing program. This individual will lead all aspects of public relations, marketing, and communications.

The ideal candidate is energetic, mission-driven, curious, adept with technology, and exhibits excellent interpersonal and communication skills.

The Director of Communications reports to the Chief Development Officer and Director of Strategic Initiatives.

**Primary Responsibilities:**

- Lead the planning, development, and implementation of a comprehensive and strategic communications program that is agile and responsive
- Lead the planning and execution of a media and marketing plan that enhances the Food Bank's recognition in the 13 counties it serves
- Employ best practices, including analytics, to oversee and maintain multi-media resources
- Serve as steward for the Food Bank's brand standard, ensuring consistent messages, design, and platforms
- Serve as primary liaison between the Food Bank and local and regional journalists to generate increased coverage and awareness of the Food Bank's work
- Coach and support teammates and identified spokespersons in media relations
- Establish, support, and maintain a contemporary and appropriate brand standard that reflects the Food Bank's mission; ensure that messages are integrated across the organization

**Qualifications:**

- BA/BS degree (preferably in Public Relations, Marketing, Journalism, or Communications)
- 5 years of progressively responsible experience in communications and public relations with leadership responsibilities
- Excellent communication skills

- Excellent knowledge of all social media platforms, digital marketing, and emerging media
- Experience developing and implementing communication plans
- Experience in preparing and giving public presentations
- Ability to thrive in a collaborative, high energy work environment
- Have high integrity, supporting the mission, philosophy, values, and policies of Dare to Care Food Bank
- Represent Dare to Care Food Bank in a professional and ethical manner with donors, volunteers, and in all aspects of work in the community

**Please send cover letter and resume to:** Tami Garris, Human Resources Director, [tami@daretocare.org](mailto:tami@daretocare.org)