



POSITION SPECIFICATION

POSITION TITLE: Vice President, Strategic Communications (working title)

REPORTING TO: Lisa Moon, Chief Executive Officer

LOCATION: Chicago, Illinois, USA or Virtual

THE ORGANIZATION: *The Global FoodBanking Network (GFN)*

www.foodbanking.org

Mission: To nourish the world's hungry through uniting and advancing food banks.

Vision: A world free of hunger.

Organizational Vision: A world where people facing hunger can reliably access nutritious meals through food banking.

OVERVIEW:

Founded in 2006 by Bancos de Alimentos, Feeding America, Food Banks Canada, and the Red Argentina de Bancos de Alimentos, GFN now unites food banks on six continents. GFN connects food banking organizations in more than 40 countries that together provide more than 1.1 billion meals to 16.9m people facing hunger. The organization operates with a dedicated and rapidly growing team of twenty-two employees based primarily out of Chicago and engages a 15 member, globally diverse Board of Directors.

Hunger is often not a food problem; it is a logistics problem. Approximately 15% – 30% of food is wasted.

GFN's goal is to support communities in their fight against hunger and food insecurity through advancing the food banking model. Their 2030 vision is a global network of community-led food banks that serve meals to 50 million people facing hunger. GFN's team provides best practices, partners and resources to food bank founders and organizations to help them fight hunger more effectively. In the next five years, they are especially aiming to come alongside changemakers in low-income communities, primarily those based in Asia and Sub-Saharan Africa.

Under the leadership of CEO and President, Lisa Moon, in less than five years, GFN has grown from a \$2M to a \$20M+ organization. GFN's FY year begins July 1 and over the last five years has seen a steady increase in total annual contributions. 2015: \$2M; 2019 \$7.2M; 2020 \$22M. The 2020 fiscal



year saw a substantial increase due to COVID and the overwhelming need to support food banks globally. And the 2021 financial goals are targeting \$15M.

\$22M was raised in FY 2020 from the following sources:

- Individuals: 10%
- Corporations and Foundations: 90%
(Pre COVID: 20% individuals; 80% corporations)

From an operational level, GFN offers expertise, resources, and connections that dramatically increase efficiency, assure safety, and catalyze scale. Their engagement package includes:

- Access to a peer network of food bank leaders in more than 40 countries to test new approaches and promulgate best practices.
- Customized training and expert technical assistance.
- Capacity-building grants to drive efficiency, scale, nutrition, and resilience.
- Partnerships with global players to support sustainability and growth.
- Certification to assure safety, traceability, and legal and ethical compliance.

The four most important challenges currently facing GFN include:

- Global level: Position the food banking model as a key solution to achieve the Sustainable Development Goals, with the goal of spurring global policy action and resources from businesses, governments, and foundations.
- National and local level: Equip their partners with the evidence and research needed to create enabling policy environments.
- Reaching their critical audience including individuals, businesses, and foundations that will invest in their organization and make their work possible.
- Establishing and building GFN brand recognition.

GFN is seeking to add a Vice President Strategic Communications (VPSC) who will build on the organization's past success and focus on providing an innovative brand to help take the organization to the next level on a global platform.

DELIVERING THE MISSION

GFN completed an extensive planning process in 2019 that was led by the staff and approved by the Board. The plan represents a 3-year planning cycle. The success of the selected candidate for this position will be measured against delivering on the plan's key marketing and communications priorities.

GFN has set its goal to help close the hunger gap by expanding food banking service to an additional 23M people in need by 2030. Now is the time to accelerate and deepen impact and scale for sustainable global transformation. This accelerated food banking movement will address unmet hunger needs and advance the food security and food recovery agenda on the global stage.



Strategic Objectives

1. Expand food relief
2. Strengthen food banks
3. Partner to address the root causes of hunger, food loss and waste

Strategic Communication Goals (partial list)

1. Develop communication plan and calendar to compliment strategic plan.
2. Define and advance GFN brand and voice, especially with key influencers.
 - a. Secure third- party recognition of GFN as an effective and efficient non-profit, poised for growth.
 - b. Increase awareness about GFN's work and the work of its partners to key stakeholders including mainstream media and global thought leaders.
 - c. Be present and viewed as an influencer of a global platform.
3. Present a digital presence that conveys the depth and impact of the work of The Global FoodBanking Network through a refreshed website and active social media channels.
4. Provide an inclusive platform to learn and advocate on a global stage.
 - a. Lead communications for an annual global summit on food banking.
 - b. Highlight organizational goals of improving service delivery, reaching vulnerable populations better, and making strides in increasing food recovery.

Special COVID message:

GFN will be considering how/if the strategic plan should be updated due to COVID in October 2020.

POSITION SUMMARY

The Global FoodBanking Network has a special opportunity for an experienced, brand, marketing, and communications executive to join their committed GFN team of leaders at a most advantageous time. This is a new position and an opportunity to make your mark!

The new VPSC will play a major role in bolstering GFN's current momentum, ensuring that all potential stakeholders – whether food banks, program partners, current donors or others in their extensive network of relationships – have the opportunity to make the GFN's vision tangible and sustainable for generations to come.

The VPSC will help ensure that GFN develop, adopt, and execute strategies that advance and generate support for the GFN cause and promote and protect the GFN brand. Working with the CEO and leadership team, the successful candidate will spearhead the advancement of their strategic planning for branding and marketing communications at GFN. The VPSC will work to assure a clear and compelling understanding of GFN, its impact and its position as a leading charitable organization.



GFN is seeking a leader to drive interest and understanding of GFN's core issues, raise the image and identity of GFN, and lift the work of its partners. Reporting to the CEO, this new position, Vice President Strategic Communications, will:

- Build a team from one (Manager, Communications) to three staff in the first year.
- Direct the work of consultants, freelance writers, editors, and designers to build and advance GFN's brand.
- Create compelling content that changes minds and inspires actions.
- Gain visibility for the work GFN does with key influencers and donors.

The VPSC will oversee the \$750,000 communications budget (inclusive of staffing).

SCOPE AND RESPONSIBILITIES

Working within the GFN environment, the VPSC will support and advance the vision, mission, and priorities of GFN through all branding and communication efforts. Anticipated domestic and international travel approximately 15- 20% (post COVID).

The VPSC will be assessed annually by the CEO, with success evaluated relative to pre-agreed key milestones as set out in the strategic plan.

- **Key GFN audiences:** donors (corporate, individual, foundation); international development system actors; non-profit validators/donor influencers; respected, mainstream media; GFN network.
- **Key Performance indicators:**
 - 6 months:
 - Successful onboarding both internal and external.
 - Establish Communication strategy to complement strategic plan.
 - 12 months:
 - Build a strong communications team.
 - Solidify GFN's brand and narrative.
 - Gain recognition of GFN's approach and impact with credible influencers.
 - Align GFN's digital platforms – including website and social channels – with its narrative. This will involve updating GFN's website and significantly ramping up its presence on social media including on Twitter, Instagram, Facebook, and LinkedIn.
 - Design creative ways to engage GFN donors and potential donors with their work. Gain donor recognition.
 - Increase GFN's recognition in mainstream media.



- **Vision and Strategic Leadership:**

- Build GFN's brand as a global organization committed to community development and hunger relief and elevate its values of tireless service, humility, metric-based impact, learning, and authenticity.
- Develop a communications vision, framework, and narrative to achieve awareness and revenue goals.
- Raise awareness about the impact The Global FoodBanking Network and its partners are achieving around the world to key audiences.
- Develop and advance the voice of President and CEO, Board of Directors, and management team communications, including speaking engagements, media interviews, messaging, and media preparation.
- Serve as an effective ambassador for GFN. This includes effectively sharing the organization's mission and vision with the outside world. Represent GFN to the media as well as in complex conversations.
- Guide efforts to align and strengthen the GFN brand consistent with its mission, cause, values, voice, and visual system.
- Carry out responsibilities with a commitment to amplifying and learning from network leaders and their work, especially those based in low- and middle-income countries.

- **Brand Building and Advancement**

- Gain recognition of GFN's approach and impact with credible influencers including reputable press, charity evaluators, social impact journals, and prizes/awards that focus on NPO effectiveness.
- Increase stakeholder and public engagement and financial commitment through marketing communications, social media, sponsorships, and cause marketing, while increasing recognition of the GFN brand.
- Ensure all publications that carry the GFN brand reflect high editorial, design, and production standards.

- **Communications**

- Ensure that all external communications platforms align with GFN's "voice" and brand including, but not limited to, the website, social media platforms, email communications, media engagement, and CEO regular reports.
- Update the GFN website to align with GFN's voice and spearhead a very active presence on social media including Facebook, Twitter, Instagram, and LinkedIn.
- Raise awareness about the impact The Global FoodBanking Network and its partners are achieving around the world to key audiences.
- Own international media relations efforts including cultivating relationships with reporters and drafting op-eds, talking points and press releases.
- Lead internal communications strategy for GFN's network of 40+ food banks.



- Proactively track news and digital conversations about hunger to identify communications opportunities.
- Oversee the creation of GFN's annual report.
- Maintain a crisis communications plan.
- **Raising Awareness**
 - Oversee campaigns for major international moments including World Food Day, International Day of Food Loss and Waste, International Women's Day.
 - Create opportunities to regularly highlight the good work across the GFN network on a global platform, specifically in view of and alongside system actors.
 - Maintain a deep understanding of global hunger, food insecurity, and food loss and waste to proactively respond to opportunities and challenges, and position GFN as a thought leader in these spaces.
- **Management**
 - Direct the successful integration and management of the brand, marketing, and communication functions in conjunction with Fund Development.
 - Recruit, supervise, and evaluate staff to ensure a high-performing team.
 - Oversee all communications consultants/firms including design, web development, social media, writing, editing, and photography. Ensure that all GFN communications assets – including designs and photography – is developed and aligned with GFN brand standards.
- **Fundraising**
 - Create innovative and revenue-enhancing ways to engage external stakeholders – especially donors – in GFN's work.
 - Develop a communications strategy that inspires corporations and major donors to invest in the mission of GFN.
 - Collaborate with Development to ensure brand and development priorities are recognized on communications channels and in the organization's case for support.
 - Recognize key partners across all communications channels.

QUALIFICATIONS AND PERSONAL ATTRIBUTES

EXPERIENCE REQUIRED:

- 10+ years of strategic communications and brand building experiences within international organizations, preferably with new non-profit organizations with similar values.
- Demonstrated experience in gaining visibility for an organization's work and impact in the media, among charity influencers, and alongside leaders in the food security and development space.
- Proven track record leading and growing an international brand to measurably increase awareness of and support for an organization.
- Exceptional strategic planning and negotiation.



- A strong storyteller, including writing and speaking. Presentation/public-speaking communications skills with a clear commitment to the issues of poverty and the lower income population.
- Successful track record of leading teams (4+ people) in achieving desired outcomes. Experienced in building and managing budgets, managing agency contracts, and working effectively across functions.
- Deep understanding of the interdependent relationship between marketing communications and fund development.
- Demonstrated expertise developing and executing a brand strategy that ensures continuity and growth on an international scale.
- Significant experience in analyzing brand data.
- Expert understanding of public and media relations, branding principles, cause marketing, and digital and social media strategies.
- Ability to travel internationally when needed.

PERSONAL/ PROFESSIONAL ATTRIBUTES

- A deep commitment to the mission of GFN and a fierce conviction about the equal value of every human being and importance of respecting and honoring each individual and their communities.
- A passion for listening and learning from other cultures.
- Builder. (if you like to build organizations this will be an amazing role!)
- Global citizen.
- Creative problem solver with the passion to get results with action. Forward thinking.
- Diplomatic, entrepreneurial spirit.
- Organized and persistent.
- Excellent writer and storyteller.
- Experience communicating complex ideas to diverse audiences.
- Demonstrated ability to strengthen revenue-generating relationships, preferably with multinational corporations.
- Inspire trust and confidence across a diverse range of internal and external stakeholders, including the media, staff, Board of Directors, GFN network, and donors.
- Exceptional listening, written, and oral skills.
- Flexible, energetic, positive, and creative.
- Fluency in written and spoken English; other language proficiencies welcomed.



CONTACT INFORMATION:

The Global FoodBanking Network exclusively retained the services of Montague & Associates to lead the initiative for the new Vice President Strategic Communications. The M&A team is led by Founder and Principal Mary Lee Montague. All inquiries should be directed to M&A team member:

Nancy DeMoss

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The Global FoodBanking Network embraces a philosophy that recognizes and values diversity. Its goal is to attract, develop, and retain a talented, diverse workforce in a culture where all employees will contribute to their fullest potential. EOE