



**Job Title:** Associate Director of Community Engagement

**FLSA:** Exempt

**Supervisor:** Chief Development Officer

**Compensation Range:** \$74,000 - \$77,000

**Position Description:** The Associate Director of Community Engagement is a key member of the Development team and is responsible for strengthening the organization's presence, reputation, and partnerships within the community. This role develops and manages programming and opportunities for engagement with external community members, businesses, and associations. This position plans and executes key fundraising events that engage the community, cultivates community relationships, oversees marketing, communications, manages the public relations strategy, and serves as a key ambassador for the organization. The ideal candidate is highly organized, collaborative, and passionate about advancing a nonprofit mission through meaningful engagement. This individual directly supervises a Marketing & Events Coordinator who also supports all marketing and event related activities.

**Primary Responsibilities:**

Events Strategy & Management

- Lead the planning, execution, and evaluation of all community-facing events (e.g., fundraisers, awareness events, donor cultivation events, community outreach activities) and support volunteer appreciation events
- Oversee solicitation of event sponsorships and execution of sponsorship deliverables
- Develop event timelines, budgets, run-of-show documents, and post-event reports
- Manage pre-, during-, and post-event communication and stewardship strategies utilizing segmentation strategies for different audiences (new vs existing supporters, general admission vs. VIP, etc.)
- Manage event logistics including venues, permits, vendors, catering, AV, volunteers, guest experience, and post event reporting, communication, and reconciliation
- Ensure events align with brand standards, equity and inclusion principles, and organizational goals
- Track event performance metrics, analyze short-term and long-term ROI, and actively propose recommended improvements

Community Engagement & Partnerships

- Serve as a primary liaison to community partners, businesses, associations, and nonprofit collaborators
- Build and maintain strategic partnerships and programming that advance organizational visibility, mission impact, and resource development

- Represent the organization at community meetings, third party pick-up beneficiary events, corporate engagement opportunities, and public events; craft and conduct public presentations as needed
- Develop and manage the organization's Culinary Guest Chef Program, regularly building relationships with local and regional chefs and culinary businesses for partnership
- Identify new opportunities for collaboration, sponsorships, and community-based initiatives

#### Public Relations

- Serve as key point person for organization's contract public relations firm
- Support creation of a public relations strategy that allows Mama's Kitchen to grow its brand throughout the community.
- Support PR firm in the coordination and execution of opportunities for earned media including on-site interviews, client interviews, event and special campaign story pitches, and more.
- Communicate cross-functionally with other departments to coordinate on-site media events
- Support the development of talking points, media alerts, press releases, quotes, and op-eds
- Assist with media-friendly events, site visits, and public appearances
- Ensure consistent messaging and storytelling in all community engagements
- On occasion, participate in or serve as organizational representative in on-camera/audio media opportunities

#### Marketing and Communications

- Oversee the organization's marketing and communications strategy to ensure consistent, mission-aligned messaging across all channels
- Collaborate with leadership to develop and execute annual marketing and communications plans, campaigns, and strategies that support organizational goals
- Manage content strategy across digital, print, email, social media, and community-facing materials
- Coordinate with development and volunteer engagement teams to ensure cohesive messaging and organized scheduling of email marketing
- Ensure brand integrity and voice across all communications, campaigns, and public materials
- Supervise and/or collaborate with Marketing & Events Coordinator, consultants, and vendors (e.g., designers, photographers, videographers, PR firms)
- Coordinate communications in support of events, fundraising campaigns, community initiatives, and public affairs efforts
- Monitor and analyze marketing and communications performance metrics across social media, google analytics, and more, to develop best practices and adjust strategies as needed
- With the support of the Chief Development Officer and Marketing Coordinator, develop original marketing materials from concept to completion (print and digital)
- In partnership with the Development, Volunteer Engagement, and Client Services teams, gather and curate inspiring and impactful content to be used in promoting Mama's Kitchen's unique story and brand.
- Research, collect and write program participant stories for use in donor communications and marketing materials.

#### Supervisory Duties

- Coach and develop Marketing & Events Coordinator
- Delegate tasks and responsibilities appropriately
- Schedule regular check-in meetings to assess progress, identify areas for additional support, and training opportunities
- Provide constructive and regular feedback
- Manage schedule, timekeeping and performance evaluations

**Other Duties:** As assigned by Chief Development Officer

**Required Skills:**

Education: Bachelor’s degree in marketing, communications, or related field from an Accredited University or College preferred.

Experience: Minimum 5-7 years full-time work experience in community relations, public affairs, marketing and event planning that demonstrates successful execution of projects, campaigns, and events. Preferred experience in the non-profit sector and San Diego. Experience directing public outreach, graphic design, working with creative professionals, and managing vendors required. Experience supervising staff preferred.

- Highly organized and attentive to details.
- Excellent time management, adaptability, judgment, and decision-making skills are required.
- Comfortable with public speaking, direct outreach, and in-person oral communication to secure partnership and community engagement
- Proven ability to handle multiple projects and meet demanding deadlines, while producing high-quality work and projecting a positive attitude.
- Able to take constructive feedback
- A creative thinker.
- Comfortable conceptualizing and pitching ideas.
- Savvy digital marketer.
- A knack for storytelling.
- Exceptional copywriting, written and verbal communication skills, with strong editing ability.
- Proficiency in Excel, Word, PowerPoint, Outlook, Google Suite, Google Analytics, MailChimp or similar email platforms.
- Videography and Photography experience desired.
- Self-starter, highly organized, and able to work independently and as an effective team member.
- Team player with a positive attitude and enthusiasm.

**Vision Statement:**

We envision a community where all individuals with critical illnesses are no longer vulnerable to hunger.

**Mission Statement:**

Mama’s Kitchen believes that everyone is entitled to the basic necessity of life – nutritious food. Our services improve the health and well-being of individuals and families vulnerable to malnutrition due to critical illness.

**Mama’s Kitchen Core Values**

**Dignity and Respect:** Focus on the individual is at the heart of everything we do at Mama's Kitchen. Mama's Kitchen fosters a community where mutual respect and dignity are preserved by promoting humanity, compassion and empathy towards our clients, donors, volunteers and staff.

**Reliability:** Mama's Kitchen is resourceful, efficient, and flexible. Our clients tell us that reliability is what sets Mama's apart from other organizations.

**Integrity:** Guided by honesty, loyalty and a commitment to confidentiality, Mama's Kitchen is responsive to the needs of all our clients, volunteers, donors and staff. We pride ourselves in doing what we say we are going to do.

**Diversity:** Mama's Kitchen is an all-inclusive family. We foster a welcoming environment and embrace all members of the community without judgment.

**Team Work:** Mutual effort and unity are the ingredients that allow our mission to succeed.

### **Equal Opportunity**

Mama's Kitchen has a long-standing commitment to equal employment opportunity for all applicants for employment. Employment decisions including, but not limited to, those such as employee selection, performance evaluation, administration of benefits, working conditions, employee programs, transfers, position changes, training, disciplinary action, compensation, and separations are made without regard to race, color, religion (including religious dress and grooming), creed, national origin, nationality, citizenship status, domestic partnership status, ancestry, gender, affectional or sexual orientation, gender identity or expression, marital status, civil union status, family status, age, mental or physical disability (including AIDS or HIV-related status), atypical heredity cellular or blood trait of an individual, genetic information or refusal to submit to a genetic test or make available the results of a genetic test, military status, veteran status, or any other characteristic protected by applicable federal, state, or local laws.

**Please send your resume to [jobs@mamaskitchen.org](mailto:jobs@mamaskitchen.org)**