



POSITION DESCRIPTION

Job Title: Marketing & Communications Lead

Reports To: Executive Director

FLSA Status: Exempt

Type: Full-Time

Location: 3599 Waialae Avenue, Suite 23, Honolulu, Hawaii 96816

SUMMARY

Founded in 1999 to tackle challenges regarding food insecurity and food waste, Aloha Harvest is building a more resilient and sustainable food system by rescuing quality food to nourish and strengthen our community. Since inception, Aloha Harvest has recovered and redistributed nearly 30 million pounds of food that would otherwise have been discarded, helping to meet the needs of tens of thousands of people who face hunger daily. Aloha Harvest offers pick-up and delivery service year-round, 7 days a week, completely free of charge for both donors and recipients.

The primary responsibility of the Marketing & Communications Lead is to manage the organization's overall messaging, media campaigns, and marketing efforts (digital, print, online & mainstream media, etc.) to increase overall awareness and education of the Aloha Harvest mission and programs. This position may also provide a variety of training, program management functions, and delegation of tasks in support of the Aloha Harvest Team.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Develop and implement an ambitious, growth-minded marketing & communications strategy, to increase overall awareness and support of Aloha Harvest initiatives, and effectively communicate the social impact of its food rescue operations. Collect & report data as it relates to the effectiveness of these strategies.
- Prepare & publish regular e-blasts (Mailchimp) and various email campaigns as needed. Manage the publishing and distribution of printed Newsletter/Impact Report.
- Coordinate the design, distribution, & management of marketing materials through various channels & mediums (digital, print, photography, video, promotional, etc.).
- Monitor social media accounts, establish online editorial calendar, create engaging & dynamic media content in line with social media best practices. Manage online/social media messages and respond to questions, inquiries, comments appropriately, and in a timely manner.
- Manage organization's website content. Assume a lead role in engaging with website Administrator and Contractor(s) for future website development projects.
- Responsible for mainstream media relations (print, radio, television) and online publications to include coordination with media contacts and drafting press releases.
- Create resource materials and training documents to facilitate knowledge transfer and capacity building (internal and external).



- Assist with coordination of special events, community outreach, marketing & fund development efforts.
- Provide administrative & program support as needed in support of the Aloha Harvest team and mission.

QUALIFICATIONS

Experience: Three or more years in communications, publishing, marketing, management, or similar role.

Proficient in:

- Microsoft Office applications, including Excel, Outlook, PowerPoint, Publisher, SharePoint, Word.
- Graphic design, infographics, & digital publishing tools (e.g., Adobe Creative Suite, Canva)
- Web content & social media management tools (e.g., WordPress).
- Best practices and tools for managing online profile (e.g., Facebook, Instagram, Twitter, LinkedIn)
- Online collaboration & productivity tools such as Google Workspace, Microsoft Teams.

Demonstrated skills in:

- Effective utilization of mainstream and social media.
- Communication: Superior interpersonal, verbal, and written communication skills. Ability to interact, engage & collaborate with people from various economic, social, and cultural backgrounds.
- Organization: Excellent organizational skills and attention to detail. Ability to prioritize work effectively and adjust to multiple demands. Able to perform multiple tasks effectively to include general administrative duties. Solid time management skills.
- Analysis: Strong analytical skills with the ability to collect, organize, analyze, and disseminate significant amounts of information with attention to detail and accuracy.
- Adaptability: Highly motivated with the ability to work independently, take initiative, participate as an effective team lead/member, and follow through with tasks to completion.

Required: Valid Driver's license and willingness to use properly insured car.

WORKING HOURS & CONDITIONS:

Office hours are primarily Monday – Friday, 8:00am – 5:00pm. Alternative work hours and locations may be required to meet business needs for special events. Flex time can be utilized to maintain a standard 40-hour week. Working conditions are primarily indoors in an office setting but may occasionally be outdoors/onsite for various events.