

## **HFRAN Communications and Web Management Consultant**

HFRAN (Healthy Food Retail Action Network) is a coalition of nonprofit, community based, and governmental organizations, working to increase access to healthy foods in brick and mortar retail establishments throughout New York City. The Network is currently comprised of over two dozen member organization and four volunteer run core committees: Advocacy, Evaluation, Meeting Planning and Communications. The Network has obtained funding to significantly expand its communications portfolio to ensure members are apprised of each other's work and have easy access to resources and materials to ensure maximum effectiveness and efficiency.

### **Position Description**

The Healthy Food Retail Action Network seeks a Communications Management Consultant to take on a variety of media related tasks. The candidate must be a strong writer and creative thinker with fundamental knowledge of managing print materials, website development & maintenance, social media, and other related content platforms. Familiarity and interest in the areas of food access, small business development, nonprofits, public health, nutrition, and/or visual arts a plus. This position will report to the Chair of the Communications Committee and be responsible for managing written communications for all of HFRAN's activities.

### **Role and responsibilities:**

- Work with the HFRAN communications committee to write and edit the newsletter, blog, social media posts, and press releases.
- Oversee/manage all social media with a focus on raising awareness of HFRAN. Working with the communications committee, the Consultant will manage the content and strategy for all HFRAN accounts such as: Instagram, Facebook and Twitter.
- Collaborate with all of the HFRAN committees on strategies that show the importance of the group's objectives.
- Draft and review all written content generated by the group, including newsletter articles, blog posts, and other content.
- Work with the communications committee to ensure consistent look and feel of all of HFRAN's content.
- Work with the communications committee to monitor and record all significant media mentions involving HFRAN members.

- With the guidance of the communications committee, manage and maintain the HFRAN website.
- Provide assistance with HFRAN quarterly meetings and annual summits as needed.
- Manage, store, organize and share communications related information.

**Desired Skills & Experience**

- Experience developing and managing websites and content, specifically in wordpress
- Some experience in a PR or communications role.
- An interest and basic understanding in food access, food policy and food system related work in NYC.
- Bachelor’s Degree in related field.
- Excellent written and verbal communication skills.
- Ability to accurately prioritize problems/initiatives.
- Proficiency in Microsoft Office programs (Outlook; Excel; Word)
- Experience working in a professional environment.

The hired consultant would be paid between \$15-20/hr the course of approximately nine months. Hours will vary per week but will average 5-10. The position is based out of New York City, with flexibility to work from home for NYC residents on certain tasks.