



Position Title: Communications Specialist

Location: Kentucky, Remote

FLSA: Exempt

Reports to: Director of Development

Salary Range: \$45,000 to \$55,000 annually

Feeding Kentucky

Feeding Kentucky is a 501(c)3 Partner State Association of Feeding America, the nation's leading domestic hunger-relief charity. Feeding Kentucky's seven member food banks serve all 120 Kentucky counties in partnership with a network of more than 900 local food pantries and meal programs. We reach an estimated 1 in 7 of all Kentuckians each year. We work collectively to create a hunger-free Kentucky.

Feeding Kentucky is an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, or any other characteristic protected by law.

Job Summary/Position Description

Feeding Kentucky seeks a mission-driven Communications Specialist to lead and implement strategic communications efforts that elevate our programs, advance policy advocacy, engage the public, and strengthen community partnerships. The Communications Specialist will oversee our advocacy campaigns, social media, website, and brand storytelling, bringing to life the voices and values behind our work to end hunger in Kentucky.

This position works collaboratively across all departments and with our contract public relations firm, with a strong focus on policy/advocacy communications, child hunger, and food sourcing.

Ideal candidates will have a proven track record in digital communications, content creation (both written and visual), and have an understanding of how policy makers make decisions.

Primary Responsibilities

- Develop and implement annual marketing and communications plans that support organizational goals across advocacy, child nutrition, and food sourcing.
- Develop and implement comprehensive communications campaigns and materials to support advocacy goals.
- Create and manage content for social media, newsletters, blog posts, event invitations, and digital campaigns using a consistent voice and brand identity.

- Maintain and optimize Feeding Kentucky's website, ensuring timely updates, strong SEO performance, and accurate program information.
- Monitor and evaluate communication efforts through performance metrics (engagement, website traffic, open rates, etc.) and recommend improvements.
- Serve as brand steward—ensuring brand integrity and consistency across all print and digital materials; maintain internal resources including photo archives and templates.
- Support storytelling and content gathering across teams, ensuring ethical, inclusive, and respectful representation of the communities we serve.
- Lead policy campaigns with advocacy staff, working with internal and external partners to align messaging and outreach efforts.
- Assist with special event communications, including promotion, registration, and follow-up.
- Represent Feeding Kentucky in a professional and mission-aligned manner in public and partner settings.

Requirements

- Bachelor's degree in Communications, Marketing, Journalism, Public Policy, or similar field.
- Minimum 3–5 years of experience in nonprofit communications, issue advocacy, public affairs, or a similar role.
- Exceptional writing and editing skills, with the ability to adapt tone and message for various audiences and platforms.
- Proficiency in digital tools and platforms, including:
 - Social media platforms (Facebook, Instagram, LinkedIn, Threads, etc.)
 - Website management (WordPress or similar CMS)
 - Email marketing (e.g., Mailchimp, Constant Contact)
 - Basic graphic design tools (e.g., Canva, Adobe Express)
- Strong understanding of communications metrics and SEO best practices.
- Ability to work independently and collaboratively across remote teams, with excellent time management and organization skills.
- Candidate resides within the state of Kentucky and have reliable transportation.

Desired Attributes

- Passion for food justice, child nutrition, and community driven advocacy.
- Lived or learned understanding of poverty, hunger, and equity in Kentucky.
- Familiarity with ethical storytelling practices and people-first language.
- Flexibility, creativity, and resourcefulness in a fast-paced, evolving environment.
- Comfort working across multiple communication priorities and deadlines.
- Comfort being managed remotely, reporting to multiple stakeholders.
- Willingness to work occasional evenings or weekends for events or campaigns.
- Commitment to continuous learning and growth as a communicator and advocate.
- Self-starter who is able to handle a wide range of tasks and work independently.

Compensation & Benefits

- Salary range: \$45,000- \$55,000
- Benefits include: health insurance, retirement plan contributions, life and disability insurance, paid time off, professional development support, and monthly technology allowance.

To Apply

Please send resume and cover letters to Kristin Ingwell-Goode: kristin@feedingky.org. Applications will be reviewed on a rolling basis until the position is filled.