



Position Title: Communications & Marketing Manager

Reports To: Director of Development and Communications

Classification: This is a full-time independent contractor position (1099). Not eligible for overtime or employee benefits under the FLSA.

Location: Naples, Florida (Hybrid)

Position Overview

This full-time contract position supports a growing nonprofit dedicated to helping children break out of poverty and become independent, successful adults. Reporting to the Director of Development and Communications, the role is responsible for executing a comprehensive communications program that supports fundraising initiatives, strengthens donor and sponsor engagement, and reinforces the organization's brand through impactful storytelling. The position implements communications, marketing, and public relations strategies across digital, print, event, and email platforms, ensuring alignment with organizational and development priorities. Strong execution skills, attention to detail, and the ability to operate professionally in high-capacity donor environments are essential.

Essential Strategic Communications Functions

- Implement comprehensive communications and marketing strategies aligned with fundraising and sponsorship goals.
 - Develop and produce content across digital, print, social, and event platforms.
 - Write, edit, and coordinate design and production of publications, collateral materials, website content, event invitations, e-newsletters, and donor-facing communications.
 - Support development of brand positioning that reflects Feeding Dreams' impact, growth, and financial strength.
 - Execute targeted social media initiatives that reinforce prestige, highlight partnerships, and support fundraising milestones.
 - Manage relationships with external vendors including graphic designers, photographers, videographers, printers, and media contacts.
 - Measure and evaluate communications initiatives using appropriate analytics and provide insights to leadership.
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Public & Media Relations Functions

- Assist in building and maintaining relationships with key reporters, editors, community leaders, and influencers.
- Create and distribute press releases, event advisories, fundraising announcements, and all communications.
- Support development and execution of press plans tied to events.

- Coordinate media presence at events when appropriate.
 - Prepare briefing materials for leadership for interviews and public appearances.
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Marketing & Event Communications Support

- Execute communications plans for all events.
 - Create event invitations, promotional materials, follow-up communications, and post-event impact reporting.
 - Support sponsor recognition materials and positioning aligned with donor audiences.
 - Coordinate event-related photography and asset management.
 - Provide communications-related administrative support for event execution, including vendor coordination and material tracking.
 - Maintain library of communications and brand assets.
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Digital & Website Management

- Maintain and strategically update website content to reflect organizational milestones, fundraising achievements, donor impact, and event success.
 - Ensure all digital platforms present Feeding Dreams as a credible, financially strong, and professionally managed organization.
 - Execute targeted email communications aligned with donor cultivation, event promotion, and sponsor engagement.
 - Manage social media presence to reinforce brand prestige and highlight partnerships and fundraising outcomes.
 - Monitor digital performance metrics and provide insights to support development strategy.
 - Maintain consistency of voice, tone, and visual identity across all digital channels.
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Project Coordination

- Partner closely with the Director of Development and Communications to execute communications aligned with major gift cultivation, sponsorship outreach, and fundraising events.
 - Manage communications timelines tied to high-level events and donor initiatives, ensuring precision and on-time delivery.
 - Coordinate with external vendors (designers, printers, photographers, videographers) to maintain quality and brand standards.
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Success in This Role Will Be Measured By

- Consistent, high-quality execution of communications plans.

- Timely delivery of event invitations, promotional materials, post-event impact reports, and sponsor recognition assets.
 - Clear, compelling storytelling that effectively communicates program impact to target audiences.
 - Professional website and digital presence that reflects organizational credibility and fundraising strength.
 - Effective email campaigns supporting donor cultivation, event participation, and partner/sponsor engagement.
 - Strong project management and coordination of vendors, ensuring materials are produced accurately and on schedule.
 - Consistent brand presentation aligned with Feeding Dreams' mission and fundraising goals.
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Qualifications

- Bachelor's Degree and 3–5 years of experience in communications, nonprofit marketing, or related field.
 - Demonstrated experience developing and managing email marketing campaigns and e-newsletters, including audience segmentation and performance tracking.
 - Experience maintaining and updating website content using content management systems (e.g., WordPress or similar platforms).
 - Strong storytelling ability with proven experience translating program impact into compelling donor-facing narratives.
 - Excellent writing and editing skills; ability to produce polished, high-level communications appropriate for major donors, partners and sponsors.
 - Experience supporting fundraising initiatives and event-driven communications.
 - Strong organizational skills with ability to manage multiple timelines and deadlines.
 - Professional demeanor and comfort operating in high-level donor environments.
 - Proficiency with Microsoft Office, Google Workspace, Google Analytics, and other digital communication platforms.
 - Familiarity with Raiser's Edge and Constant Contact preferred.
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Work Context

- Regular computer and phone-based work.
 - Interaction with media, and community leaders.
 - Attendance at fundraising events, including some evenings and weekends.
 - Coordination of vendors and event-related materials.
 - Ability to support light physical needs during events (materials management, setup support).
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About Feeding Dreams

The mission of Feeding Dreams is to help children break out of poverty and become independent, successful adults. Through grants, strategic fundraising efforts, and strong school partnerships, Feeding Dreams provides at-risk children in Florida with nutritious weekend backpack meals and offers scholarship and mentoring support to high school students.

By addressing both immediate food insecurity and long-term educational opportunity, Feeding Dreams works to create lasting pathways toward stability, achievement, and self-sufficiency.

To Apply:

Please submit a resume to info@feedingdreams.org, cover letter, and two writing samples demonstrating donor-facing and event-related communication experience. No phone calls, please.