



Director of Communications and Outreach Position Description and Job Announcement

About Pinnacle Prevention

Founded in 2014, Pinnacle Prevention is an Arizona-based 501(c)(3) nonprofit organization dedicated to cultivating a just food system and opportunities for joyful movement. We work towards our mission through policy, planning, and programming. The values that guide our work include compassion, respect, collaboration, accountability, and justice. You will see us working in neighborhoods, schools, farms, farmers markets, stores, health care settings, with city council, or at the state legislature for a comprehensive approach to supporting community wellbeing for all.

We offer a flexible work environment emphasizing a balance of time working in the office, home, and out in the community. Our office environment is pet and family-friendly meaning it is not uncommon to find a little one, whether on four legs or two, playing at our feet during meetings – a nontraditional approach that the ideal candidate will feel comfortable with. The Pinnacle Prevention office is located in downtown Chandler, Arizona in a bike/pedestrian friendly environment.

Director of Communications and Outreach

Pinnacle Prevention is seeking a full-time Director of Communications and Outreach who will oversee the communications, marketing, outreach, and creative support for Pinnacle Prevention.

This is an exempt full-time position with an annual salary of \$65,000 commensurate with experience. Pinnacle Prevention is pleased to offer a competitive benefits package for our team members including a 401K retirement savings plan with employer match and medical, dental, and vision with Pinnacle Prevention covering 100% of the insurance premium costs and generous flexibility for time off and leave.

Responsibilities

The Director of Communications and Outreach is responsible for telling the story of the work of Pinnacle Prevention. This includes writing and copy editing, oversight of materials design and brand management, website management, and community outreach. Responsibilities include:

- Develop and execute annual communication and outreach plan.
- Create multi-channel content including copy editing for reports, briefs, websites, social media, newsletters, blogs, and position statements for a wide range of partners and stakeholders.
- Serve as supervisory support to the Outreach Specialist.
- Manage written and digital presence for Double Up Food Bucks Arizona, Arizona Farmers Market Nutrition Program, Arizona Food Systems Network, Early Childhood Nutrition, Trauma-Informed Nutrition Systems Initiative, Seeds to Grow, Pots to Love, and Built Environment initiatives.
- Lead media relations.
- Work with graphic designers and print partners to develop program materials, reports, event invitations, program briefs, policy campaigns, and infographics.
- Design, update, and maintain website content and communications.
- Collaborate with the Pinnacle Prevention team in strategic planning and decision-making.
- Engage in professional development.
- Participate in meetings, community events, and otherwise contribute to the mission and strengthen the branding, recognition, and impact of our overall work.

Knowledge, Skills, and Qualifications

- 5+ years of relevant experience in communications, journalism, media, marketing, or a related field.
- Ability to write and tell compelling stories for a variety of mediums and audiences.
- Skills in conversational and technical writing on complex policy and systems issues.
- Demonstrable experience developing, organizing, and executing communications plans.
- Flexibility and adaptability when needing to prioritize competing tasks or projects.



- Awareness and understanding of policy and justice issues and an ability to communicate our team's position on justice.
- Strong skills in tailoring messaging unique to literacy levels and varied cultural backgrounds with an understanding of inequities impacting the communities we serve.
- Familiarity with website design and creation, SEO, and analytics.
- Strength for copywriting and copy editing.
- Ability to work remotely and in the office.
- Ability to work some evenings and weekends.
- Must be able to drive a vehicle and maintain a valid driver's license because driving will be an aspect of the job duties in this role.
- Must be willing to travel both in-state and out-of-state and to rural and remote communities.
- Commitment to the Pinnacle Prevention mission, values, and position on justice.

Values Important to Us

- Compassion
- Respect
- Collaboration
- Accountability
- Justice

Attributes Important to Us

- Awareness and capacity for self-reflection of one's own political and cultural position and beliefs.
- Comfort and familiarity with policy issues centered around the social determinants of health and root cause issues.
- Familiarity with social service and nutrition assistance programs.
- Bilingual English and Spanish speakers and writers are preferred and strongly encouraged to apply.

Pinnacle Prevention Position on Justice

Read our full justice statement [here](#).

COVID-19

In accordance with our mission and values, Pinnacle Prevention has implemented a mandatory COVID-19 vaccination policy for all Pinnacle Prevention employees and interns. Our COVID-19 policies and practices centers community safety and wellbeing.

How to Apply

We encourage interested candidates to submit a cover letter, resume, and a link to a writing portfolio with 1-3 writing samples by email only to leolopez@pinnacleprevention.org by **June 24th, 2022**. In your cover letter, please tell us why you are interested in this job, what you like about Pinnacle Prevention, and share examples of experiences that make you a strong candidate for the Director of Communications and Outreach position. The anticipated start date for this position is August 1st, 2022. Review of applications and interviews will begin after June 24th and will continue until the position is filled. Pinnacle Prevention will not respond to any phone call inquiries regarding this position. Pinnacle Prevention is an equal opportunity employer.

As an equal opportunity employer, Pinnacle Prevention celebrates diversity. We believe there is strength in our collective lived experience, and we encourage people of color and those from diverse backgrounds, of all identities, to apply and see if Pinnacle Prevention is the right fit.