



# ReFED

**Rethink Food Waste**  
*Through Economics and Data*

**POSITION**

Communications Director

**LOCATION**

Flexible (USA)

**STATUS**Full Time;  
Exempt**ORGANIZATION**

ReFED, Inc.

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**ABOUT THE ORGANIZATION**

ReFED is a multi-stakeholder nonprofit central to the movement to reduce food waste in the United States.

ReFED was formed in early 2015 to create a Roadmap to Reduce U.S. Food Waste, the first ever national economic study and action plan driven by a collaboration of over thirty business, nonprofit, foundation, and government leaders committed to tackling U.S. food waste at scale. It is our vision to eliminate food waste in order to increase food security, spur economic growth and protect the environment. ReFED is a 501(c)3 charitable organization working across the country to achieve this vision.

Our core programs include Data & Insights, providing the nation's most comprehensive data, insights and guidance on food waste solutions, and Capital & Innovation, working to increase funding for and capacity of food waste solutions. For more information, visit: [refed.com](http://refed.com).

**ABOUT THE POSITION**

Communications is critical to our success in disseminating actionable information and insights into hands that can use it to make a difference. The Communications Director will be responsible for managing all communications activities for the organization. Reporting to the Executive Director, she/he will set and guide the strategy for all communications with the broader public as well as more targeted communications with ReFED's key audiences and stakeholders. This will include determining marketing strategies, participating in product development, leading web presence, directing public relations campaigns and at times serving as the face of the organization at events and in the media more broadly.

In the coming year, ReFED will be revamping its website and releasing a suite of new tools, and will look to the Communications Director as a core to that work. She/he will work closely with a senior peer group within the organization as the communications partner on a variety of strategic initiatives, and will also guide a small team.

**RESPONSIBILITIES INCLUDE, BUT ARE NOT LIMITED TO:**

- Develop, implement, and evaluate ReFED's annual communications plan.
- Develop multi-channel communications strategy that will broaden programmatic reach and deepen impact, which may include: blogs, op-eds, social media, conferences / workshops, webinars, targeted email content, and hosted events throughout the United States
- Guide website redevelopment and potential organizational rebrand
- Manage and direct public relations team including brainstorming on media materials, pitching ideas and outlets for placement of ReFED, and support organization responses to press inquiries and inbound inquiries from new contacts.
- Manage the development, distribution, and maintenance of all print and digital collateral including, but not limited to, newsletters, blogs, press releases, reports and ReFED's website.
- Manage speaking engagement strategy and represent ReFED at select events.

- Manage online content—ensure that new and consistent information is posted regularly
- Ensure quality control of all information released
- Collaborate to support the development of programming for convenings hosted by ReFED..
- Coordinate webpage maintenance.
- Track and measure engagement with ReFED’s content and use this information to inform improvements to, refinement of and shifts in the communications strategy over time.
- Manage a communications budget
- Manage communications team including a small staff and external service providers. Oversee the hiring and onboarding of new team members and external service providers to meet the resourcing needs of the organization’s communications functions. .

## QUALIFICATIONS

ReFED is seeking an accomplished Communications Director who has at least 10 years of communications experience, ideally in an “in-house” leadership role within a complex nonprofit or mission-driven entity, and covering areas such as website content, newsletters, and stakeholder communications. The ability to take knowledge and transform it into exciting and useful messages, and disseminate it to the right audiences through the best distribution channels is critical. The ideal candidate will possess the following qualifications:

- 10+ years communications experience, with a demonstrated ability to drive action and influence stakeholders through effective communications efforts.
  - Advanced degree in Communications, Marketing or a related field. Commensurate experience and professional training will also be considered in lieu of an advanced degree.
  - Demonstrated experience developing and implementing successful communications strategies.
  - Impeccable professional writing, editing and verbal communications skills.
  - Ability to position communications discussions at both the strategic and tactical levels.
  - A strong track record as an implementer who thrives on managing a variety of key initiatives concurrently.
  - Sincere commitment to work collaboratively with all constituent groups, including staff, board members, donors, program participants, and other stakeholders.
  - Clear and concise communication with team members and senior management. Strong and confident leadership with ability to manage staff, vendors and external partners.
  - Exceptionally detail- and results-oriented with strong organizational skills; Experience in project development and management.
  - Comfort with ambiguity and ability to thrive in a fluid, entrepreneurial environment, and willingness to “roll up sleeves” and extend beyond formal responsibilities as needed for the work.
  - Strong working knowledge of food systems and sustainability, with experience working to reduce food waste while addressing the related social, environmental, and economic issues preferred.
  - Strong analytical, research and writing skills, including the ability to convey thoughts clearly and effectively.
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**COMPENSATION**

Salary and benefits will be competitive and commensurate with similar positions in the sector.

**TO APPLY**

Please visit our online application portal at <https://app.trinethire.com/jobs/21759-communications-director>.

This position is available immediately; ReFED will accept and review new applications until filled.

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**REFED, INC. CAREERS**

ReFED is a 501(c)(3) public charity that leads the nation to reduce food waste in order to increase food security, spur economic growth and protect the environment. ReFED, Inc. is committed to attracting, developing, and retaining exceptional people, and to creating a work environment that is dynamic, rewarding, and enables each of us to realize our potential. ReFED, Inc.'s work environment is safe and open to all employees and partners, respecting the full spectrum of race, color, religious creed, sex, gender identity, sexual orientation, national origin, political affiliation, ancestry, age, disability, genetic information, veteran status, and all other classifications protected by law in the locality and/or state in which you are working.