

West Side Campaign Against Hunger
263W. 86th Street
New York, NY 10024
www.wscah.org

Job Title: Advocacy and Outreach Coordinator

Status: Full Time - Exempt

Reports to: Senior Director of Programs

Description:

West Side Campaign Against Hunger (WSCAH)—established in 1979 and now one of the largest and most successful food pantries in New York City—provides emergency food assistance and support services, including access to benefits like Supplemental Nutrition Assistance Program (SNAP), to low-income New York families. Through a supermarket-style food pantry, our mission is to alleviate hunger and to create a culture that promotes self-reliance and works for change. We seek an Advocacy and Outreach Coordinator to continue a long tradition of political advocacy and to coordinate our outreach efforts to expand our reach within the communities we serve. The Advocacy and Outreach Coordinator works from within the organization, learning from our board, staff, volunteers and clients, to develop approaches and partnerships that will lead to an expanded customer base and to positive change for hungry and low-income New Yorkers.

Activities

1. Outreach:

- a. With guidance from the Senior Leadership Team, coordinate an outreach plan, identifying target neighborhoods, organizations and community leaders that will most effectively increase WSCAH's reach.
- b. Speak with representatives and attend events at community-based organizations, religious institutions, schools and other local partners, with the goal of increasing customers and identifying opportunities for financial support, and strategic collaborations.
- c. Develop a strategy for engaging current WSCAH customers to help our WSCAH network stay abreast of key services and offerings with the goal of increasing the number of contacts within our existing customer base.

2. Community Organizing: Empower WSCAH customers to engage with relevant policy and advocacy issues, from voter registration and petitions to testifying at City Hall and lobby days in Albany and Washington, DC. She/he will facilitate connections between customers and opportunities to share their stories, such as via media outlets and public testimony.

3. Government relations: Assist the Senior Leadership team with their efforts to work with elected and appointed officials at the city, state, and federal levels to ensure policies serve the needs of our clients (e.g. SNAP, minimum wage). She/he will also assist in the

efforts to advocate for policies and funding allocations that support the work WSCAH does (e.g. City Council Discretionary funds, TEFAP).

4. **Coalitions:** Represent WSCAH in anti-hunger coalitions and campaigns of partner anti-hunger organizations, such as the NYC4CNR Alliance. Coordinate speaking opportunities for WSCAH leadership at events.
5. **Events:** Support fundraising, volunteer, and advocacy related events hosted by WSCAH.
6. **Communications:** Assist the Communications Coordinator with advocacy and outreach-related communications. These will include social networking posts, collecting customer stories for internal and external use, press releases, and general media relations.
7. **Policy Engagement:** The Advocacy Coordinator will work with WSCAH staff and the Board of Directors on relevant city, state and national policy initiatives. She/he will keep board, staff, and volunteers engaged and informed on relevant policy issues.

Qualifications

- Bachelor's degree required
- Bilingual, English/Spanish
- 2 or more years of relevant work experience
- Experience in political advocacy and/or community organizing
- Experience—personal or professional—within low-income communities. Excellent communication skills: engaging personality, good public speaker and writer, ability to motivate people to a goal
- Ability to engage a wide range of audiences and connect with people from all walks of life
- Familiarity with social networking tools; demonstrated competency with Microsoft Word, Excel, and other relevant software
- Proven ability to set and meet work goals independently and as part of a team

People of color, women, LGBT people, people with disabilities, and people from low-income backgrounds are encouraged to apply.

This job description is intended to convey information essential to understanding the scope of the position and it is not intended to be an exhaustive list of skills, efforts, duties, responsibilities or working conditions associated with the position.

To apply, please send your resume and cover letter to Alyson Abrami, Senior Director of Programs: arosenthal@wscah.org

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