

## VICE PRESIDENT, COMMUNITY ENGAGEMENT FOOD BANK FOR NEW YORK CITY

Location—Flexible

[Food Bank for New York City](#)



The Aspen Leadership Group is proud to partner with Food Bank For New York City in the search for a Vice President, Community Engagement. The philanthropic community has greater awareness of hunger and interest in helping than ever before. The Food Bank For New York City is investing in additional development positions to strengthen its capacity to tap into this increased interest and generosity, in order to meet the growing need for its critically important services.

The Vice President, Community Engagement will oversee Marketing, Public Relations, and Content Development for the organization. The Vice President will manage Food Bank's volunteer services department including the engagement, management, and retention of over 25,000 volunteers that contribute over 96,000 hours annually. The Vice President will lead the government affairs/public policy team.

The successful candidate will be a collaborative team member responsible for developing and launching a comprehensive engagement strategy that will elevate Food Bank For New York City's public profile in ways that are both measurable and commensurate with Food Bank's role as city's largest hunger relief organization. Managing a staff of ten at various stages of their professional development, the Vice President should have experience as the kind of mentor and coach who will encourage and foster their professional development.

Food Bank For New York City has been working to end food poverty in the city's five boroughs for over 36 years. As the city's largest hunger-relief organization, it employs a multifaceted approach centered on helping low-income New Yorkers overcome their circumstances and achieve greater independence. In the months since the pandemic reached NYC, Food Bank has seen the demand for its services more than double and the gap in services and support for families in need continues to grow.

Food Bank's work begins and ends with its mission which it only achieves through partnering with its citywide member network. Before COVID, this growing network of nearly 1,000 charities and schools helped provide food for 62.5 million meals each year. Today, Food Bank and its partners are on track to distribute over 110MM pounds of food to New Yorkers in need; and sustained, strategic fundraising growth will be critical to meeting this need for years to come.

Food Bank respects every gift of time, talent, and treasure to its mission by committing to a practice of transparency and excellence in stewardship. Food Bank embraces being a non-traditional anti-poverty organization because it recognizes that strategic, innovative approaches are necessary to end hunger.

Food Bank knows that a strong, talented staff is central to its success and invests in the development and retention of its team. Learn more in Food Bank For New York City's most recent [annual report](#).

## **REPORTING RELATIONSHIPS**

The Vice President, Community Engagement will report to the Chief Development Officer Matthew Honeycutt. The Vice President will directly supervise the Director of Marketing and Communications, Director of Content, Director of Government Relations, and Director of Volunteer Engagement and oversee a team of ten.

## **PRIMARY RESPONSIBILITIES**

The Vice President, Community Engagement will

- lead a seasoned team of professional to accomplish the following in support of Food Bank's mission;
- work with the Director of Marketing and Communications and the Director of Content and Special Projects to design and lead innovative multi-platform marketing and public relations strategies (including in-house video content) that build community awareness and engagement;
- serve as an advisor to the President and Chief Development Officer regarding best practices and opportunities in communication, marketing, public relations, and volunteer engagement and retention;
- anticipate future growth opportunities by analyzing the NYC market and drive new marketing strategies, create new Food Bank assets, and leverage relationships and partnerships to elevate the Food Bank brand and establish Food Bank For New York City as the leader in the anti-poverty space;
- build a multifaceted thought leadership program that positions key Food Bank leaders across multiple channels, including traditional media outlets, social media platforms, speaking engagements, webinars, salons, and podcasts;
- implement strategies that build upon the organization's brand as a vital community partner;
- foster a culture of gratitude across the organization and within its diverse constituent groups and sustain support for Food Bank's core programs and services;
- build productive partnerships with the media, community leaders, government partners, and other nonprofits whose work complements that of Food Bank;
- uncover and interpret relevant cultural and social trends and synthesize research understanding into actionable opportunities;
- develop and implement strategies to engage celebrities, social media influencers, and advocates in elevating Food Bank's brand;
- ensure that the Food Bank website and other content clearly and consistently reflect the vision of Food Bank;
- work with the Director of Volunteer Engagement to thoughtfully leverage the input and goodwill of volunteers;
- leverage the work of Food Bank's Corporate Giving team to create meaningful engagement for corporate partners through the Food Bank to Go, Mobile Pantry, and other Food Bank properties;
- ensure that procedures and best practices for the management and stewardship of volunteer groups support the work of the organization;
- contribute to the execution of Food Bank's policy goals and objectives across a wide range of projects and policy issues;
- position Food Bank policy strategically with policymakers, partners, and related stakeholders;
- mobilize partners and community members to advocate for policy changes relevant to Food Bank's mission and vision;

- provide policy information and analyses to leadership as well as policymakers, advocates, partners, and other stakeholders; and
- represent the organization in a variety of settings, including with local and regional governments, policy makers, and constituencies invested in the mission and vision of Food Bank; and
- coach and develop Food Bank staff.

## FOOD BANK FOR NEW YORK CITY LEADERSHIP



**Leslie Gordon**  
**President and CEO**

Leslie Gordon joined Food Bank For New York City as President and Chief Executive Officer in March of 2020. For more than a decade, Leslie has led efforts to feed neighbors in need in New York City and surrounding communities. Most recently she served as President and Chief Executive Officer of Feeding Westchester, Westchester County’s largest anti-hunger organization.

Prior to joining Food Bank, Leslie took Feeding Westchester to new heights by challenging the team to think boldly as they charted a course for the future, and created a special culture that is highly collaborative and inclusive. Under Leslie’s leadership, the organization increased the amount of fresh produce to more than 40 percent, and upped the amount of food distributed by 20 percent – more than the average food bank in the nation. Leslie also forged cutting-edge, strategic alliances with non-food partners – specifically with health institutions – large and small.

Leslie previously served as the Senior Director of Program Strategy and Operations at City Harvest, where she helped pioneer a new strategy that positioned the organization to double the amount of food distributed annually, led the organization’s “Healthy Neighborhoods” program and oversaw the growth of its volunteer program from 6,000 to nearly 20,000 volunteers. Prior to that, she was Executive Director of Best Buddies Pennsylvania and the Founding Director of Made in the Hudson Valley. She also served under General Colin Powell as National Director of America’s Promise – The Alliance for Youth.



**Matthew Honeycutt**  
**Chief Development Officer**

Matt Honeycutt is Chief Development Officer for the Food Bank For New York City. He joined the team in July of 2020 year as Food Bank was just coming out of its COVID crisis response. Today, Food Bank is on track to deliver over 100 million pounds of food to families in need across the five Boroughs, and Matt leads the team of marketing, advocacy, and fundraising professionals dedicated to ensuring the resources are there to provide healthy meals to over 1.8 million families in New York City.

Before joining Food Bank, Matt served as the Vice President of Development at Feeding Westchester where he developed an amazing team of professionals and helped create and cast the vision for the organization’s marketing, fundraising, and volunteer initiatives.

Before joining Food Bank, Matt helped lead Feeding Westchester’s response to the COVID pandemic. During that time, Feeding Westchester doubled distribution to 20MM pounds, grew revenue by more than 400%, and gained international, as well as national attention, for its response to the crisis.

Before food banking, Matt spent over two decades in education as a teacher, coach, and senior fundraiser for schools from Charlotte, North Carolina to Greenwich, Connecticut. He also led fundraising and marketing for the Mid-Atlantic Chapter of the National MS Society where he developed a diverse family of special events, created the Chapter's first major giving program, and doubled the size of the organization's corporate giving and engagement initiatives.

Matt is a graduate of Winthrop University in South Carolina, where he earned his bachelor's degree in English and Creative Writing and a Master's Degree in English literature. Because of this, he's been asked to lead the creative process on every case statement, proposal, annual fund solicitation, and thank you letter ever written—everywhere he's ever worked. And, his father is still surprised, to this day, that Matt managed to actually have a career with not one, but two degrees in English Literature.

### **PREFERRED COMPETENCIES AND QUALIFICATIONS**

Food Bank For New York City seeks a Vice President, Community Engagement with a strong commitment to social justice/hunger issues and the core values of Food Bank For New York City. A bachelor's degree is required for this position as is at least eight years of experience in marketing and public relations or relevant transferable experience at a comparably sized organization, including government relations and volunteer management experience.

### **SALARY & BENEFITS**

Food Bank For New York City offers a competitive salary and benefits.

### **LOCATION**

Food Bank For New York City is located in New York City. The successful candidate may work remotely. Preference will be given to candidates that are able to commute easily to New York City as needed.

### **APPLICATION INSTRUCTIONS**

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of Food Bank For New York City to end hunger by organizing food, information, and support for community survival, empowerment, and dignity.*** Review of applications will begin immediately and will continue until the successful candidate has been selected.

*To apply for this position, visit:*

[Vice President, Community Engagement, Food Bank For New York City.](#)

*To nominate a candidate, please contact Tim Child at [timchild@aspenleadershipgroup.com](mailto:timchild@aspenleadershipgroup.com) or Ashley Buderus at [ashleybuderus@aspenleadershipgroup.com](mailto:ashleybuderus@aspenleadershipgroup.com).*

*All inquiries will be held in confidence*