



Director of Marketing & Communications | New Leadership Role

OUR MISSION: Hand2Hand delivers nutritious food to students over the weekends and on extended school breaks by mobilizing churches, schools, individuals, and businesses to join together, providing hope and opportunity to thrive.

OUR VISION: Every student in West Michigan, from early childhood through high school, will have a weekend food opportunity.

About Hand2Hand

At Hand2Hand, we believe every child deserves to feel seen, cared for, and loved—especially during the moments when support can feel hardest to find. When school doors close on Friday, many children face a weekend filled with uncertainty, and we exist to step into that gap with compassion and hope.

Hand2Hand is a Christian, faith-based nonprofit that provides food and encouragement to children over the weekend. Each week, we serve up to 15,000 students in 280 schools across 8 counties, meeting the need during the most vulnerable 68 hours of a child's week so they can return to school on Monday nourished, supported, and reminded they are not alone.

Reports to: Executive Director

Hours: 40 hours salaried (may include evening and/or weekend hours)

Job Purpose & Description:

The Director of Marketing & Communications leads the strategy, messaging, and storytelling of Hand2Hand. This role ensures our mission is communicated clearly and compellingly to donors, partners, volunteers, churches, and the broader community—inviting others to join us in delivering hope to kids facing weekend hunger.

This position partners closely with the Executive Director and Development team to strengthen brand awareness, support fundraising efforts, and steward the Hand2Hand story with excellence and integrity.

Hand2Hand Core Values

At Hand2Hand, we seek to uphold and model our core values in all interactions and decisions:

- Prayer-Focused – We seek God's guidance in all we do, grounding our work in prayer and trust.
- Wise Stewardship – We thoughtfully and responsibly steward the resources entrusted to us, honoring donors, partners, and the mission.
- Relational Partnerships – We value meaningful relationships and collaboration with churches, schools, donors, volunteers, and one another.
- Servant Leadership – We lead with humility, compassion, and a heart to serve, putting others first as we work together to deliver hope.

Key Responsibilities

1. Lead Mission-Centered Storytelling & Messaging

- Share the heart of Hand2Hand through clear, compelling stories that reflect dignity, faith, and impact. This role prayerfully communicates our mission of delivering hope and weekend food to kids, ensuring every message helps children feel seen, cared for, and loved.

2. Steward the Hand2Hand Brand with Care

- Serve as a wise and thoughtful steward of the Hand2Hand brand, ensuring consistency in voice, visuals, and messaging across all platforms and experiences. With humility and servant leadership, this role protects the trust built with our community and partners.

3. Drive Marketing Strategy & Visibility

- Develop and execute a marketing and communications strategy that increases awareness and engagement, helping invite others into the mission. Through relational partnerships and wise stewardship, this role connects donors, volunteers, churches, and businesses to meaningful impact.

4. Support Development & Fundraising Efforts

- Partner closely with the Development team to create donor-facing content and campaigns that inspire generosity and deepen relationships. This role supports fundraising efforts by clearly communicating impact while honoring the faith and trust of our supporters.

5. Lead Digital & Internal Communications

- Oversee website, email, and social media communications while also nurturing internal communication that keeps staff aligned, informed, and encouraged. This role models servant leadership by fostering clarity, connection, and shared purpose across the organization.

Qualifications

Education & Relevant Experience - Bachelor's degree in marketing, communications, or a related field (or equivalent experience), with 5+ years of experience in marketing, communications, brand management, or storytelling; nonprofit experience preferred.

Strategic Marketing & Brand Leadership - Proven ability to develop and execute marketing and communications strategies while stewarding a consistent brand across digital, print, and in-person experiences.

Compelling Storytelling & Communication Skills - Strong writing and storytelling abilities with a clear talent for communicating impact in ways that engage, inspire, and connect people to purpose.

Digital Expertise & Cross-Team Collaboration - Proficiency with digital platforms including websites, email marketing, and social media, along with the ability to collaborate effectively across development, programs, and leadership teams.

Relational, Servant-Hearted Leadership - A relational leadership style marked by humility, clarity, creativity, and strong organizational skills, with the ability to manage multiple projects and deadlines; experience supporting fundraising or donor communications is a plus.

Benefits

- Competitive salary aligned with experience and qualifications (salary range: \$80,000–\$90,000)
- Health benefits (medical, dental, vision)
- 403b with Employer Match
- Paid time off and holidays
- Professional development opportunities
- A supportive and faith-centered work environment

Hand2Hand is an equal-opportunity employer. We encourage individuals of all backgrounds to apply

If this role sounds like a great fit, we'd love to hear from you. Please send your cover letter and résumé to Angie Spears, Director of Operations, at angie@h2hkids.org.