



VICE PRESIDENT OF EXTERNAL AFFAIRS

ByalaSearch LLC is pleased to announce that our firm has been retained by the Greater Boston Food Bank to identify candidates for the position of Vice President of External Affairs.

ABOUT THE GREATER BOSTON FOOD BANK

GBFB is the largest hunger-relief organization in New England and among the largest food banks in the country. Since its founding in 1981, it has been clear about its mission: To create a hunger-free Eastern Massachusetts for the 190 communities it serves, from Boston to the Cape to Worcester. We are committed to increasing our food distribution to provide three meals a day to every person in need in Eastern Massachusetts while supporting healthy lives and healthy communities.

Through the compassion and commitment of our supporters, staff, partners and volunteers, The Greater Boston Food Bank (GBFB) takes a bold, innovative and multi-pronged approach to achieve our mission to end hunger here through food acquisition and distribution and advocacy for local and national policies that work to curb and eradicate hunger.

Approaching fifty years old, the GBFB has continuously grown and expanded its efforts. In 1974, Kip Tiernan started to distribute food from her station wagon to those in need and later founded what we now know as The Greater Boston Food Bank (GBFB). From these humble beginnings, we have grown into the leading hunger-relief agency in New England and one of the largest in the country. Today GBFB provides over 109 million pounds of healthy food each year to more than 600 distribution sites across Eastern Massachusetts. That healthy food passes through GBFB before being distributed through more than 600 partner agencies and direct distribution sites such as: Food Pantries, Soup Kitchens, Community Meal Programs, Senior Centers, Veterans, Afterschool organizations and more. Our partner agencies place food orders through our online inventory system and pick up their orders at our



warehouse in Boston. For some partner agencies that are located too far from GBFB's warehouse for regular pick-ups or have transportation challenges, GBFB operates several cross-dock locations across Eastern Massachusetts. The transportation challenges of these agencies are accommodated by bringing food to convenient, central locations to ensure they get the critical food on which their community members rely.

GBFB acquires food through food industry product donations and financial contributions that enable us to purchase high-nutrient quality food. We also benefit from the generosity of over 12,000 volunteers annually who help to sort, pack and distribute food products. GBFB works to acquire, store, organize and distribute food through local food pantries, community meal programs, homeless and residential shelters, youth programs, veteran programs, senior centers, and day-care centers, each embedded in communities throughout the nine counties of eastern Massachusetts. With hunger increasing in Massachusetts, the need for GBFB and its services only increases. The need is great: one in three Massachusetts households experiences food insecurity, or the lack of consistent access to adequate food. 21.9% of Massachusetts households with children do not have access to sufficient or healthy food, according to a US Census Survey. Food insecurity rates, which are higher for Black and Hispanic residents, were exacerbated by the pandemic. Just 19% of all Massachusetts households experienced food insecurity in 2019. This jumped to 30% in 2020, 32% in 2021, and 33% in 2022.

In November 2023, O'Neil Outar joined GBFB as Executive Vice President leading the Advancement Division overseeing communications, fundraising, marketing, public affairs, and public relations. Prior to joining GBFB, O'Neil spent 30 years in senior fundraising and engagement management roles at leading global research institutions, most recently at Rhode Island School of Design where he served as Vice President of Advancement. He is known as an impact leader who has worked to transform organizations through building advancement organizations and securing transformative gifts.

GBFB Advancement is undergoing a rebuilding to create an organization and program that can support the demands of growing food insecurity in the region. GBFB raises approximately \$40 million in cash annually and is considered one of the most respected nonprofits in Greater Boston. During the COVID-19



pandemic, GBFB saw donors and dollars surge (both more than tripled) in response to public awareness of growing food insecurity in the region. Since the pandemic, GBFB Advancement has been tasked with building a best-in-class organization to increase fundraising to meet increasing and ongoing needs. In addition to the funding they provide, partner corporations and foundations play an essential role in increasing visibility of food insecurity in our communities. Priorities for the new organization include new stewardship programs, enabling infrastructure, and planned giving.

PRIMARY FUNCTION

Reporting to the Executive Vice President of Advancement, O’Neil Outar, the Vice President of External Affairs leads the development and advancement of the strategy, funding, and content to further GBFB’s mission to End Hunger Here and serves as the official spokesperson for GBFB. This strategy involves creating content directed at stakeholders – internal, external, donors (food, money, volunteers), elected officials and agencies. This role uses strategy to guide and grow relationships with the media, elected officials, internal and external GBFB stakeholders and the management of third-party vendors and lobbyists (local, state, and federal).

POSITION DESCRIPTION

Role and Responsibilities:

Public Affairs

- Develop and implement GBFB’s government affairs strategy covering federal, state and local departments and agencies, policy makers, and regulatory bodies.



- In partnership with the Executive Vice President, develop and lead the approach for federal, state, and local government funding, including government programs focused on addressing hunger and aligned interests.
- Build relationships with federal, state and local legislators, state and local administrators, legislative associations, and regulatory agencies in support of GBFB's mission and goals.
- Track and provide updates on external trends, developing points of view, and evolving legislation and policy.
- In partnership with the Executive Leadership Team, develop and manage the implementation and monitoring of GBFB's public policy strategy, including participation in coalitions.
- Collaborate with key internal and external stakeholders to execute advocacy priorities.
- Meet with government representatives and engage executive, senior and volunteer leaders as needed.

Public Relations

- In partnership with the Executive Leadership Team, develop and manage the implementation and monitoring of GBFB's public relations strategy, including managing vendors and external partners.
- Confirm key messages and preparation of speaker/presenter as well as responses to media inquiries.
- Create and maintain content for the Media Toolkit, Recent Coverage, and other relevant public relations sections of the GBFB website.

Communications

- Develop and oversee an integrated strategy for internal and external communications that expands GBFB's reach and reputation throughout the region including through publications, media, thought leadership, advertising, and strategic partnerships.
- Manage executive communications for senior and executive leaders. Oversee and execute messaging content being used by marketing and development used for digital, social, written publications and company-wide communications toolkit.
- Oversee the development and maintenance of all aspects of GBFB's non-fundraising digital assets including the website, social media, and electronic communications (e.g. newsletters, video, annual reports, etc.).
- Develop and manage a framework for internal communications including Homebase, internal team chats, newsletters, town hall meetings, etc.)
- Confirm content and messaging to ensure branding guideline implementations and maintenance.

Awareness Building

- Through a blend of marketing and advertising, develop, implement, and monitor a data-driven marketing strategy.
- To inform and support awareness building activities and in concert with the frontline fundraising team, engage in strategic philanthropic conversations with fundraisers, donors and



volunteers including the Advancement Committee of the Board of Directors and the Board of Advisors.

- Oversee corporate or organizational marketing and brand messages and assets, including in support of sponsorships and advertising.

Management

- Develop team members where appropriate.
- Supervise the Senior Public Policy Manager, the Assistant Director of Public Relations. Supervise and manage the Director of Communications and vendors.
- Oversee the management of teams and associated budgets.
- Serve as a member of the Senior Leadership Team.

Ideal Skills and Experience:

- Bachelor's Degree required. Graduate degree preferred.
- 20 years or more experience in Communications, Public Affairs, or Public Relations.
- Passion for GBFB's mission and the ability to communicate it.
- Excellent written, oral, and interpersonal skills.
- Proven ability to work in a team-oriented environment as a strong team leader demonstrating skills including coaching, mentoring, team building and collaboration.
- Excellent organizational skills, prioritization skills and attention to detail.



- Ability and willingness to travel.

Critical Competencies for Success:

- Experience building and fostering relationships across business functions.
- Demonstrated ability to supervise, manage and motivate team members. Manage proactively to ensure smooth team operations and effective collaboration across the organization.
- Demonstrated experience in all media channels.
- Relationship management experience; experience in working with the media and cultivating media relationships.
- Demonstrates the required digital competencies that result in the effective usage of the full range of digital technologies at GBFB.

Other Characteristics:

Personal motivation combined with dedication to GBFB's mission are essential to the Vice President of External Affairs. The successful candidate will be collaborative and demonstrate flexibility in adapting to shifting institutional priorities and must possess the maturity, poise, and sophistication to understand and manage complex relationships with colleagues and a wide range of external constituents. They will have demonstrated expertise in external affairs, government relations and their best practices, making them a trusted advisor to the philanthropy team and greater organizational team.

The Vice President of External Affairs will have a demonstrated ability to bring team spirit, enthusiasm and integrity to the role to motivate and achieve results. The placement will be a self-



starter who enjoys working independently and as part of a small team on behalf of the Greater Boston Food Bank in a dynamic environment, and is equally skilled at being entrepreneurial and deeply collaborative.

WORK ENVIRONMENT

This role follows a hybrid schedule, in-office Mondays and Thursdays, and working in accordance with GBFB's hybrid work policy. The in-office time is used primarily for team meetings and formal and informal collaboration necessary to foster and support a positive work culture.

COMPENSATION

The compensation for the Vice President of External Affairs is targeted at \$175,000 to \$190,000.

KINDLY SEND NOMINATIONS OR EXPRESSIONS OF INTEREST TO:

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