

JOB DESCRIPTION



JOB TITLE: Marketing & Communications Manager

SUPERVISOR: Development Director

CLASSIFICATION: Exempt, Full-Time

POSITION SUMMARY: The Marketing & Communications Manager is responsible for the planning and implementation of Ronald McDonald House Charities of Central PA's (RMHC-CP) internal and external communication and public relations strategy. This position will be fully accountable for advancing the organization's brand and increasing community engagement with RMHC-CP. Other primary responsibilities include: enhancing donor stewardship touches and building community support through newsletters (electronic and print), annual reports, press releases and media relations, website content, e-marketing, social networking, special event support and other public relations and marketing platforms.

COMPETENCIES

Communication and writing skills, Inter-personal/team effectiveness, Self-Starter, Administrative/ Organizational Excellence, Action oriented and Results-driven, Ability to manage multiple projects efficiently, Computer competency, Web design and a personable demeanor.

JOB DUTIES and RESPONSIBILITIES:

Communications & Public Relations

- Research, write, implement and measure an annual and long-term strategic communications and PR plan
- Develop marketing plans for new and established programs and initiatives
- Manage website content to ensure all information is updated and relevant. Update family stories on a monthly basis
- Create materials that reflect and advance the Ronald McDonald House Charities Brand and image for both internal and external use
- Coordinate, write and edit the content and publication of print and electronic newsletters and annual report. Serve as organization liaison with printer and mail house entities
- Work across all departments (and with outside graphic designer) to create marketing materials geared towards donors, volunteers and guest families
- Promote Ronald McDonald House Charities of Central PA by speaking to groups and organizations as requested and developing content to train staff and volunteers to represent the overall organization effectively
- Support Executive Director and Development Director in the implementation of McDonald's related promotions and initiatives, including stewardship and acknowledgement of local McDonald's Owner-Operators
- Send regular press releases and follow up with key contacts to promote media presence

Social Media

- Develop, plan, coordinate, manage and grow e-marketing and social media efforts for the organization
- Conduct weekly outreach on social media outlets by promoting family and volunteer stories, donor on-site activities, fundraising events, Red Shoe Crew events and other press/PR opportunities
- Provide training to RMHC-CP staff on social media etiquette and opportunities

Special Events

- Assist with Developing event marketing materials and engaging media; planning and implementation of technical and communications support of events including website content and social media
- Lead any special event components as directed by the Development Director, including but not limited to third-party fundraisers

WORK ENVIRONMENT

This job operates in a professional office environment. Must be able to sit for extended periods of time. Work at fundraising events may be indoors or outdoors, during evenings and weekends and possibly in hot and wet weather. In conjunction with certain events, employee may be required to lift packages up to 30 pounds and stand for long periods of time.

QUALIFICATIONS and EXPERIENCE:

- Bachelor's Degree in liberal arts, writing, communications or emerging media background
- Minimum of five years related experience
- Proficient knowledge of website systems, preferably WordPress
- Strong strategic thinking and planning skills
- Excellent written and verbal communication skills
- Established relationships with local media a plus
- Proficient working knowledge of Microsoft Office, Adobe Photo Shop and Acrobat Pro
- Thorough knowledge of social media tools and content management systems including Twitter, Facebook, YouTube, Flickr and Instagram
- Passion for the RMHC-CP Mission
- Clean PA State Police, PA ChildLine and FBI fingerprinting clearances required
- Valid driver's license, auto insurance and cellular phone are required
- Proof of COVID-19 vaccine or valid religious or medical exemption documentation

COMPENSATION:

Compensation commensurate with experience. Salary range is \$45,000-\$55,000.

REVISED 4.14.2022