

JOB DESCRIPTION



JOB TITLE: Marketing & Public Relations Manager

SUPERVISOR: Executive Director

CLASSIFICATION: Exempt, Full-Time

POSITION SUMMARY: The Marketing & Public Relations Manager is responsible for the planning and implementation of Ronald McDonald House Charities of Central PA's (RMHC-CP) internal and external communication, marketing 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 oversight, special event support and other public relations and marketing platforms.

JOB DUTIES and RESPONSIBILITIES:

Communications & Public Relations

- Develop, write, implement and measure an annual and long-term strategic Marketing and Public Relations plan
- Manage website content to ensure all information is updated and relevant
- Create materials that reflect and advance the RMHC-CP brand and image for both internal and external use
- Coordinate with graphic designer, 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 priority press releases and follow up with key contacts to promote media presence
- Administer marketing budget
- Complete other duties as assigned

Social Media

- Manage the Social Media Coordinator, oversee the development and growth of RMHC-CP's e-marketing and social media strategic efforts for the organization
- Supervise the creation of digital strategies to grow followers and create conversion to donors and volunteers
- Direct regular 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

Special Events

- Assist with developing event marketing materials and engaging media; planning and implementation of communications support of events including website content and social media
- Oversee third-party fundraisers

WORK ENVIRONMENT

We seek qualified, enthusiastic candidates with a variety of backgrounds and professional experiences to broaden our team. At all levels, everyone gets involved and pitches in to get the work done. Teamwork is what we are made of! We operate in a professional work environment with a servant leadership attitude. In conjunction with certain work functions, employee must be able to lift packages up to 30 pounds, sit and stand for longer periods of time than usual, experience significant computer screen time and hand movement from data entry/typing. Work at fundraising events may be indoors or outdoors and in possibly hot or wet weather.

COMPETENCIES

Marketing, Communications Planning, Budgeting, Brand Management, Analytical Thinking and Strategic Planning, Relationship Building, Social Media Planning, Public Speaking, TV and Radio Appearances, Multi-Project Management, Inter-personal/Team effectiveness, Self-Starter, Results-Driven, and a warm personable demeanor.

QUALIFICATIONS:

- Passion for the RMHC-CP Mission
- Commitment to working as part of a team
- Demonstrate respect for colleagues, guests, volunteers and donors
- Introductory knowledge of website systems, preferably WordPress
- Excellent written and verbal communication skills
- Established relationships with local media a plus
- Proficient working knowledge of Microsoft 365, Adobe Creative Cloud and Acrobat Pro
- Planning knowledge of social media platforms and content management systems including Facebook, Instagram, LinkedIn, etc.
- Clean PA State Police, PA ChildLine and FBI fingerprinting clearances required
- Valid driver's license, reliable transportation and cellular phone are required

EDUCATION AND PROFESSIONAL EXPERIENCE:

- Bachelor's degree in communications, marketing, advertising or related field
- 3-5 years related experience

SALARY DESCRIPTION:

\$65,000 - \$70,000, commensurate with experience

REVISED 12.2024