

RMHC DAYTON JOB DESCRIPTION

JOB TITLE: Marketing & Communications Manager
SUPERVISOR: Development Director
CLASSIFICATION: Exempt, 40+/week – flexibility required
SALARY RANGE: \$32,000-\$45,000 annually



Keeping families close

POSITION SUMMARY

The Marketing & Communications Manager is responsible for the planning and implementation of Ronald McDonald House Charities Dayton's (RMHC) 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. Other primary responsibilities include enhancing donor stewardship touches and building community support through electronic newsletters, annual reports, press releases and media relations, website management and content development, e-marketing, social networking, and other public relations and marketing initiatives.

COMPETENCIES

- Excellent communication and writing skills, with the ability to quickly grasp the organization's "voice"
- Self-starter
- Administrative/organizational excellence
- Action-oriented and results-driven
- Ability to manage multiple projects efficiently
- Inter-personal/team effectiveness
- Computer competency
- Personable demeanor

JOB DUTIES and RESPONSIBILITIES

Communications & Public Relations

- Research, write, implement, and measure an annual and long-term strategic marketing, communications, and PR plan
- Working closely with other team members, develop marketing plans for new and established programs and initiatives
- Manage both the creative and administrative functions of the RMHC website to ensure all copy and images are updated and relevant
- Create materials that reflect and advance the RMHC brand and image for both internal and external use
- Coordinate, write, and distribute the content and publication of print and electronic newsletters and annual report
- Serve as House liaison with printer and mail house entities
- Work across all departments, and with outside graphic designer, to create marketing materials geared towards donors, volunteer, guest families, etc.
- Promote RMHC by speaking to groups and organizations as appropriate and developing content to train staff and volunteers to represent the House, Family Room and the overall organization effectively
- Oversee the RMHC Dayton/McDonald's relationship which includes management of the McDonald's Ad Hoc Committee and managing the implementation of McDonald's related promotions and initiatives through coordination with McDonald's third-party marketing and PR service providers
- Manage all aspects of McDonald's restaurants' donation box and Round-Up programs, including collections, repairs, replacements, and reporting
- Serve as RMHC liaison to promote McDonald's fundraising activities
- Oversee the RMHC Vehicle Donation Program, including program promotion and vendor relations

- Send press releases and follow up with key contacts to promote fundraising events, House activities, and general brand awareness

Social Media

- Develop, plan, coordinate and manage e-marketing and social media efforts for the organization, including maintaining RMHC brand standards and “voice” across all social platforms
- Conduct regular engagement on social media by promoting family and volunteer stories, donor on-site activities, fundraising events, third-party events, and other press/PR opportunities
- Serve as point of contact for all social outlets, monitoring messaging, answering inquiries, etc.
- Work across departments and locations to gain content for social media posts
- Develop organization-wide content calendar for social media posts and information distribution

Special Events

- Assist with developing event marketing materials and engaging media, planning and implementation of technical and communications support of events including website content, PR/marketing, and social media
- Provide electronic communications support during special events
- Serve on event committees and attend events providing marketing communications support as needed
- Assist with post event activities to evaluate success and challenges
- Lead any special event components as directed by the Development Director

WORK ENVIRONMENT

This job operates in a professional office environment. Employee 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 required, in marketing, communications, or other media background preferred
- Minimum of three to five years related experience preferred
- Proficient knowledge of website systems, preferably WordPress
- Strong strategic thinking and planning skills
- Excellent written and verbal communication skills
- Proficient working knowledge of Microsoft Office and Adobe Creative Suite
- Thorough knowledge of social media tools and content management systems
- Experience with Twitter, Facebook, YouTube, Instagram, and MailChimp.
- Raiser’s Edge experience a plus.
- Established relationships with local media.
- Valid driver’s license, auto insurance and cellular phone are required

Submit resume and cover letter to hr@rmhcd Dayton.org. No phone calls, please.