



Marketing and Communications Coordinator Ronald McDonald House Houston

Job Posting (June 22, 2022)

FLSA STATUS: Non-exempt, Full Time Employee, schedule will require evenings and some weekends

REPORTS TO: Manager of Special Events

OVERVIEW: The primary responsibility of the Marketing and Communications Coordinator is to promote Ronald McDonald House Houston (RMHH) by developing branded collateral for a variety of targeted donor and prospect groups. Each group requires its own communications strategy, including receipt of appeals, newsletters, social media, brochures, etc.

RESPONSIBILITIES

Communication:

- Create content that will engage segmented groups who are RMHH supporters. Groups include: direct mail recipients; annual fund members; planned giving prospects; lapsed donors; Generous Hearts members (Society, \$2,500 +); other giving societies for larger donors; and members of Friends Group
- Create communication strategies and schedules for each group: initial contacts; solicitation; stewardship; acknowledgments; and follow-up
- Create written and visual collateral for these and other donors for print and electronic communication: monthly newsletters; social media posts; annual report; constant contact appeals; brochures and flyers; website pages; acknowledgment letters; and donor appreciation material. Maintain a library of photos that can be easily used in Advancement materials

Marketing:

- Measure performance of marketing campaigns, create reports/charts to show results and create surveys as needed
- Support and implement marketing efforts for RMHH fundraising and general events, including the Trafigura Run for the House, Golf Tournament, Gala, Stuff the Bus, etc.
- Oversee relationship with marketing contractors: graphic designer; website frontend designer; website backend supervisor; direct mail provider; others as needed
- Review and approve collateral designed in other RMHH departments, making sure all brand standards are followed
- Represent RMH Houston at Third Party events. Some events might take place during non-business hours
- Other projects and duties as assigned which support the goals of the Advancement department

QUALIFICATIONS

Required:

- Bachelor's Degree in non-profit management and/or communications, marketing, or journalism
- Three to five years of related work experience
- Excellent communications skills: verbal; writing; and editing
- Excellent time management skills and attention to detail
- Goal oriented, works with a sense of urgency
- Creative approach to problem solving



- Demonstrated experience managing professional social media outlets including Facebook, Instagram, and YouTube
- Well-developed PC skills with in-depth knowledge of Microsoft Office Suite

Preferred:

- Previous experience in a non-profit organization, preferably in an advancement or marketing office
- Experience or ability to learn how to use Constant Contact, Adobe Acrobat, In-Design, Photoshop, video platforms, various electronic communications tools

This job description reflects an assignment of essential functions; it does not prescribe or restrict the tasks that may be assigned. Other duties and tasks may be assigned to this job at management discretion.

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this job the employee is regularly required to walk, sit and stand; use hands to finger manipulation, handle, feel, reach with arms and hands, and talk or hear
- The employee may be required to lift to 20 pounds
- The vision requirements include close, distance, peripheral, and depth perception

WHO WE ARE

Ronald McDonald House Houston (RMH Houston) offers a home away from home providing care, compassion and hope to families with seriously ill children being treated in Texas Medical Center member institutions. For more than four decades, we have been helping families with seriously ill children stay close together during challenging times. Today, that vision has grown to include the Holcombe House, a free-standing 70-bedroom home for longer-term stays; a house inside Texas Children's Hospital with 19 bedrooms; a house inside Children's Memorial Hermann Hospital with 20 bedrooms; ten family rooms inside Texas Children's Hospital; and a family room inside MD Anderson Children's Cancer Hospital.

HOW TO APPLY

If you are interested in joining this team in service to our community, please email your resume and cover letter to: Andrea Sivells, asivells@rmhhouston.org (713-795-3583).

In the subject line of your email, please include your name and the job title for this position ("Your name – Marketing and Communications Coordinator").