



Ronald McDonald House Houston Job Description

JOB TITLE: Communications Coordinator

REPORTS TO: Manager of Special Events

FLSA STATUS: Non-exempt, Full Time Employee, schedule is in-office (9AM – 6PM) and some weekends.

OVERVIEW:

The primary responsibility of the Communications Coordinator is to be a storyteller for the organization. This individual will write and create content and communications to support Ronald McDonald House Houston (RMHH) community engagement efforts. By developing thoughtful and strategic communications and content for consumption by a variety of constituents including donors, volunteers and families, this person will articulate the RMHH mission in meaningful ways. Each group requires its own communications strategy, writing style and content. This role will also include a marketing aspect and the employee will serve as an agency representative and ensure brand compliance.

RESPONSIBILITIES

Communication:

- Write and create content for a variety of audiences, which include but are not limited to: Monthly Newsletter, E-Blasts, Blog, that will engage segmented groups who are RMHH supporters
- Creation and delivery of the Monthly Newsletter which aims to capture a snapshot of what is happening in the House
- Creation and delivery of campaign specific E-Blasts, including but not limited to: Volunteer Recruitment, Supplies Donation Requests, Fundraising Initiatives, Family Activity Needs
- Writing monthly blog content to give a deeper view of the support the House provides families
- Oversee the communications calendar ensuring strategic and timely messaging is being delivered to key audiences across communication platforms (donors, supporters, volunteers and prospective supporters)
- Engage with people for the purpose of showcasing the mission and telling the story of Ronald McDonald House Houston. This includes inter departmental and family interactions for the purpose of interviewing and collecting stories and needs that will inspire action.
- Oversee relationship with contractors: graphic designer; website frontend designer; website backend supervisor; direct mail provider; others as needed
- Ensure brand compliance across departments on communications pieces (program activities, family support, JoyFULL eats, volunteer services, and fundraising).
- Oversee the collection and organization of a photo library to be used in communication pieces
- Oversee launch of social media posts on all platforms
- Oversee and curate photo library for easy access
- Support design of RMHH collateral including brochures, annual report, etc.



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.
- Represent RMH Houston at scheduled events: annual gala, golf tournament, family fun run, standing third party events (run and softball tournament) and others as needed.
- Other projects and duties as assigned which support the goals of the Advancement department

QUALIFICATIONS

Required:

- Bachelor's Degree in communications, journalism or marketing
- One to two years of direct work experience, with preference for an individual with experience in a non-profit organization in a fundraising or communication department
- Excellent communications skills: writing, interviewing, and editing
- Excellent time management skills and attention to detail
- Goal oriented, works with a sense of urgency
- Well-developed PC skills with in-depth knowledge of Microsoft Office Suite, with a preference for individuals with direct experience using Social media platforms, Constant Contact, Adobe Acrobat, In-Design, Canva, Meta Business Suite and WordPress

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 – Communications Coordinator").