



Keeping families close

## Position Description

Job Title:	Marketing & Communications Coordinator	Position Type:	Full-Time
Salary Range:	44,794 – 55,000	Classification:	Exempt
Location:	Dayton, OH	Reports To:	Director of Philanthropy

**Position Summary:** The Marketing and Communications Coordinator will support the Vision, Mission, Values and Service Standards of Ronald McDonald House Charities (RMHC) Dayton.

The Marketing and Communications Coordinator 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 is accountable for advancing the organization's brand and increasing community engagement with RMHC. Other primary responsibilities include enhancing donor stewardship 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
- Action-oriented and results-driven
- Ability to manage multiple projects efficiently
- Computer competency
- Personable demeanor

### Essential Duties and Responsibilities Communications & Public Relations

- Assists with promoting all McDonald's fundraising activities for RMHC
- Under the direction of the Director of Philanthropy, 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
- Work across all departments, and with outside graphic designer, to create



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- marketing materials geared towards donors, volunteers, guest families, etc.
- 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

### 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. The position routinely uses standard office equipment. Local travel may be required.

### Qualifications and Experience

- Bachelor's degree in marketing, communications, or other media background preferred
- Minimum of two to three 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 Facebook, YouTube, Instagram, and LinkedIn.

To apply, send resume and cover letter to [hr@rmhcd Dayton.org](mailto:hr@rmhcd Dayton.org)

No phone calls please.