



Director of Marketing & Communications (P/T)

Ronald McDonald House Charities® Oklahoma City keeps families close by providing a home away from home and supportive community for families of seriously ill or injured children seeking treatment in area hospitals.

The Director of Marketing & Communications is a part-time exempt position responsible for coordinating marketing activities and communications in support of the mission, policies, goals and objectives of the Charity with key functional accountabilities to:

- Assess and advance awareness of the Charity and its mission
- Support the Development activities of RMHC-OKC
- Ensure compliance with RMHC Brand Standards
- Ensure a positive image for the Charity

Duties and Responsibilities

Organizational Strategy

- Assesses awareness and understanding of the charity and its mission with constituents. Identifies strengths and weaknesses and recommends strategy to leverage.
- Develops an annual marketing and communications plan in support of program operations and development activities, identifying/creating opportunities to promote a favorable perception of the organization to internal and external audiences while maintaining RMHC brand standards.
- Tracks, measures, evaluates and reports achievement of communication goals, recommending and incorporating improvements as appropriate.
- Provides communications, grammar and marketing knowledge to other departments as appropriate.

Marketing and Communications

- Responsible for design oversight, content development and writing, proofing and publication of:
 - RMHC-OKC's annual report

- E-newsletters
 - Program brochures
 - Collateral materials for events and activities
- Coordinates with website consultants for the ongoing design, updates, and maintenance of the website in collaboration with the CEO and others as appropriate.
- Responsible for the content development, ongoing design, day to day management, and evaluation of the Charity's on-line presence beyond the website to include current and future digital marketing channels e.g., Facebook, Instagram, YouTube, LinkedIn, etc.
- Responds as appropriate to incoming messages from info@rmhc-okc.org.
- Coordinates with vendors to produce video content for use on-line and in presentations.
- Writes scripts for RMHC-OKC hosted events.
- Responsible for planning and coordinating presentations to corporate, civic, and community groups to market the mission of RMHC-OKC and to seek donations.
- Maintains publicity records for all fundraising and special events for RMHC-OKC and works collaboratively to coordinate documentation.
- Works collaboratively with other departments to obtain content for publication and promotion.
- Coordinates with other departments to refine messaging and ensure the highest quality communications.
- Ensures appropriate releases are obtained.

Public/Media Relations

- Crafts and distributes press releases and PSA's to proper media outlets for events/activities as needed.
- Assists the CEO with media relations.
- Assists with public relations, offers tours, and speaks at events when requested.
- Alerts the CEO to important issues affecting RMHC-OKC, RMHC Global, McDonalds, the Community, etc as they arise.

Other Responsibilities

- Facilitates communication with McDonald's crew members and executes in-restaurant fundraisers.
- Supports presentation of RMHC-OKC events.
- Maintains positive relationship with RMHC Global program contacts and with other RMHC chapters. Responds to information requests and directives as needed.
- Performs other related duties and works on special projects as assigned to support and further the mission of RMHC-OKC.

Required Qualifications

- Bachelor's degree in Communications, Journalism or Marketing, or equivalent experience. Minimum five years progressive experience, including at least 1 year of digital marketing experience. Experience in non-profit communications/marketing preferred.
- Ability to function responsibly and autonomously.
- Excellent decision making skills, sound judgment and the ability to exercise authority.
- Excellent presentation, public speaking and community relations skills.
- Excellent attention to detail and verbal and written communication skills.
- Proficiency with latest versions of *Microsoft Office, Adobe Photoshop and Illustrator, Canva Constant Contact and WordPress.*
- Must have a valid OK driver's license.
- Must be able to lift 25 pounds.

Preferred Qualifications

- Interest in and/or understanding of the nonprofit community.
- Previous experience with donor database software.
- Strong organizational skills with the ability to handle multiple and diverse tasks.
- Demonstrated ability to operate in a flexible, team oriented environment.
- Ability to interact comfortably with families from diverse cultural and economic backgrounds within a semi-medical environment
- Ability to interface comfortably and appropriately with diverse audiences including Board of Directors, Donors, Staff, Volunteers, Medical Personnel, Families, Community and Media

Employment Status

- The Director of Marketing & Communications position is a part-time exempt position.
- Hours are Monday – Friday, 25 hours per week based on a mutually agreeable schedule.
- Limited travel. Some evening or weekend hours may be required.
- Reports to the President and CEO

The job description is for informational purposes only. It is not intended to be construed as an exhaustive list of all responsibilities, duties and skills required in order to perform the work.

Interested candidates should submit their resume and cover letter with salary requirements to careers@rmhc-okc.org. Please include Director of Marketing/Communications in the subject line.