



Marketing & Communications Manager (F/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 Marketing and Communications Manager is a full-time salaried position and performs a key role in the day-to-day communications, marketing, and public relations activities. This position will implement RMHC-OKC's annual communication plan to include all aspects of communications including but not limited to written, web, social media and media relations.

Duties and Responsibilities

- Responsible for creating and implementing a comprehensive annual communications, marketing and public relations strategy. Collaborate with other staff to maintain the annual communications calendar to include special events, press releases, email newsletters, print newsletters, and other scheduled communication pieces.
- Responsible for formulating key messages, creating and maintaining web presence and creating public awareness materials.
- Create and manage offline content including writing, editing and producing a diverse range of publications and communication materials to engage the community. This includes direct mail campaigns, newsletters, editorial, press releases, annual report, family and donor testimonials, special event materials, presentations, scripts and general promotional materials.
- Facilitate communication with McDonald's crew members and executes in-restaurant fundraisers.
- Oversee online communications including website content, email campaigns, e-newsletter and social media strategies.
- Plan and coordinate presentations to corporate, civic, and community groups to market the mission of RMHC-OKC and to seek donations.

- Coordinate with vendors on the design, content and production of videos including family stories and special events.
- Attend all events as staff support and assist with tasks as needed.
- Work collaboratively with program staff to identify family stories to promote RMHC OKC services and programs.
- Support RMHC OKC programs department as needed.
- Other duties as assigned

Required Qualifications

- Passion for the mission of Ronald McDonald House Charities of Oklahoma City.
- Bachelor's degree in Communications, Journalism or Marketing or equivalent experience. 2 years of professional experience and one year of digital marketing experience. Experience in non-profit communications/marketing preferred.
- Excellent written and verbal communication skills.
- Advanced knowledge of Microsoft Office required.
- Strong project management and communications skills.
- Experience in managing comprehensive social media strategies. Thorough knowledge of social media tools and content management systems including Twitter, Facebook, YouTube, Flickr, Instagram, Pinterest, Canva and WordPress
- Excellent interpersonal skills and the ability to relate to people of diverse backgrounds.
- Demonstrated problem-solving and decision-making skills with the ability to work in a flexible, team-oriented environment.
- Must be organized, able to accept direction and to work independently as well as part of a team.
- Must maintain discretion with regard to confidentiality and privacy
- Excellent presentation, public speaking and community relations skills.
- Be dependable, flexible, and highly sensitive to and supportive of the mission of Ronald McDonald House Charities.
- Must have a valid OK driver's license.
- Must be able to lift 25 pounds.

Employment Status

- The Marketing & Communications Manager position is a full-time exempt position.
- Hours are 8am-5pm Monday – Friday.
- Some evening or weekend hours may be required.

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 Marketing & Communications Manager in the subject line.