



Marketing & Communications Manager

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

The Marketing and Communications Manager is responsible for creating and executing a comprehensive communications, marketing and public relations strategy, formulating key messages to advance the charity's mission.

Duties and Responsibilities

- Creates and manages offline content including writing, editing and producing a diverse range of publications and communication materials to engage the community. This includes direct mail campaigns, editorials, press releases, annual reports, family and donor testimonials, special event materials, presentations, scripts and general promotional materials.
- Oversees online communications including development of website content, e-newsletters and social media to increase digital media presence and public awareness.
- Ensures adherence to Global brand standards and style guidelines in all marketing and communications materials. Provides oversight of staff communications, including signage and digital message boards, and educates staff regarding requirements. Maintains records for required releases.
- Coordinates with RMHC Global and McDonald's local agency to provide mutually beneficial content.
- Proactively engages the media and manages responses to media inquiries.
- Collaborates with other departments to maintain the annual communications calendar to include special events, press releases, e-newsletters and other scheduled communications pieces.
- Plans and coordinates speakers and presentations to corporate, civic, and community groups to market the mission of RMHC-OKC.
- Coordinates with vendors on the design, content and production of videos including family stories and special events.

- Works collaboratively with other departments to identify stories to promote services and to seek donations.
- Attends events and assists with tasks as needed.
- Other duties as assigned

Qualifications

- Bachelor's degree in communications, journalism, marketing or equivalent experience. Two years of professional experience including digital marketing preferred.
- Experience in non-profit communications/marketing preferred.
- Strong interpersonal skills and the ability to relate to people of diverse backgrounds.
- Excellent written and verbal communication skills.
- Advanced knowledge of Microsoft Office and Adobe Suite required.
- Thorough knowledge of social media channels, design tools and content management systems such as LinkedIn, Facebook, YouTube, Flickr, Instagram, Pinterest, Canva and WordPress.
- Well-developed project management, problem-solving and decision-making skills with the ability to independently as well as part of a team.
- Must have a valid OK driver's license.
- Must be able to lift 25 pounds.

Employment Status

- The Marketing & Communications Manager is a full-time exempt position.
- The hours are 8am-5pm Monday – Friday. 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 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.