



**Ronald McDonald
House Charities®**
Bay Area

Marketing and Communications Manager Position Description

WHO WE ARE

Ronald McDonald House Charities Bay Area (RMHC Bay Area) provides communities of support, access to medical care, and the healing power of family for critically ill children. The Bay Area regional chapter supports families through Ronald McDonald Houses and in-hospital programs at Lucile Packard Children's Hospital Stanford and UCSF Benioff Children's Hospitals, and through Ronald McDonald Care Mobiles in Contra Costa and Santa Clara counties.

JOB SUMMARY

The Marketing and Communications Manager role is a tactical and hands-on position that is responsible for leveraging traditional and digital marketing and communications platforms to create mission visibility, build trust and relationships with internal and external stakeholders, acquire and steward donors, and inspire active engagement with the organization. The Marketing and Communications Manager is the organization's lead storyteller, responsible for interviewing families and other stakeholders for marketing and communications channels as well as the execution of marketing campaigns; the development and implementation of strategic digital, social media and web content; and the planning, development and execution of online giving campaigns, such as Giving Day. This position will create a positive brand reputation, build brand awareness, and ultimately increase financial support.

Candidates should submit an electronic portfolio or work samples with no fewer than five samples that may include print media, social media product, campaign work, writing samples, and web, audio and video links that are representative of their work.

DUTIES AND RESPONSIBILITIES

Brand & Creative Design Leadership

- Lead the development and adherence to RMHC Bay Area brand architecture and deploy global brand guidelines and standards locally.
- Execute on strategic messaging plan across communications and platforms.
- Manage and leverage existing RMHC assets for creative and graphic design, including using Adobe Creative Suite programs to create in-house marketing materials; liaise with qualified vendors and contractors as necessary.
- Manage the creative review/approvals process in coordination with other teams.

External Communications Management

- Partner with development team to execute on communication and stewardship strategies, including management of the marketing and communications calendar
- Develop stories and content for monthly e-newsletters, social media, digital and direct mail appeals, annual report, and special campaign materials.
- Develop and implement a comprehensive social media strategy, including content priorities, paid promotion, scheduling, partner content curation, mini campaigns, and audience analysis.
- Develop strong relationships with program staff to capture content, images, and video to support communications and marketing strategies.

- Establish and manage photo storage architecture and process for organization.
- Lead content development and ongoing evolution of RMHC Bay Area website.
- Administer all organization-owned content platforms (e.g. Hootsuite, website, Luminare).

Media Relations

- Develop and execute proactive outreach and earned media strategy, including writing press releases and developing story pitches that reinforce critical messaging for the organization.
- Lead all aspects of preparation for media interviews, including scope, permissions, interviewee preparation, and development of key messages; manage all on-site coordination.
- Develop and lead organization's crisis management plan, working with organizational leadership to triage media relations issues related to sensitive situations or crises.

Performance & Budget Tracking

- Develop and manage marketing and communications budget.
- Develop, track, analyze, and report on key metrics related to marketing and communications strategies.
- Track outcome data for organization's dashboard

EXPERIENCE & EDUCATION

- Bachelor's degree required; master's degree a plus.
- 4-5 years of relevant professional experience in marketing, communications, public relations or related field; master's degree may be substituted for one year of professional experience.
- Experience interacting with people from diverse cultural and socio-economic backgrounds.
- Demonstrated ability to interface comfortably and professionally with members of the public, volunteers, donors, board members, media, families, and staff.

KNOWLEDGE, SKILLS & ABILITIES

- Strong digital and visual communications skills, including graphic design, web content management, and video editing abilities, that are necessary to create digital and print marketing materials
- Exceptional writing and interviewing skills.
- Social platform experience with knowledge of current trends and engagement techniques.
- Proficiency with Adobe Creative Suite, HTML, email marketing platforms (e.g. Luminare)
- Deep understanding of donor communication strategies.
- Ability to exert influence without stated authority.
- Excellent organization skills and proactive problem solver who is self-motivated, self-directed, and capable of designing and completing complex projects.
- Ability to independently plan, organize, coordinate and perform work in various situations where numerous and diverse demands are involved.

Job description is for informational purposes only. Additional duties consistent with the responsibility level may be assigned.