

# Ronald McDonald House Charities® of Central and Northern Arizona

## JOB DESCRIPTION AND FUNCTIONS

**Title:** Content Creator and Brand Coordinator  
**Department:** Development  
**Immediate Supervisor:** Special Events Director  
**Department Head:** Chief Development Officer  
**Date:** October 2023



### **Purpose and Scope**

This position is a unique blend of Storytelling, Public Relations, and Design. The Content Creator and Brand Coordinator is instrumental in crafting compelling narratives, managing public relations initiatives, and creating visually engaging materials to promote our brand and communicate our mission effectively to different audiences including families, donors, and corporate supporters. The ideal candidate will possess a strong blend of writing/storytelling prowess, PR skills, and design expertise to help elevate our organization's visibility and reputation.

### **Essential Job Functions:**

#### **Storytelling:**

- Develop and implement a cohesive storytelling strategy that aligns with the organization's mission and values.
- Create engaging and impactful written and visual content, including articles, blog posts, and multimedia presentations.
- Collaborate with various teams to identify and highlight compelling stories within the organization for external communication purposes.

#### **Public Relations (PR):**

- Manage the organization's public image and reputation by overseeing PR activities, including media relations, press releases, and crisis communications.
- Cultivate relationships with media outlets, journalists, and relevant industry influencers to secure positive coverage and manage media inquiries effectively.
- Monitor and analyze media coverage, providing regular reports and recommendations to improve PR strategies and tactics.

#### **Brand Management:**

- Build and implement a marketing strategy to increase brand awareness and presence while supporting annual fund vehicles.
- Act as internal RMHCCNAZ brand ambassador ensuring proper use of marks, logos, and global brand standards by all staff, volunteers, vendors, and other partners.

#### **Design:**

- Develop visual assets for digital and print campaigns, ensuring consistent brand representation across all channels.

### **Job Duties:**

- **Print Collateral Material:** Coordinate the creation of collaterals including organization brochure, service highlights, annual report, and other print items as needed. Manage production utilizing in-house desktop publishing and outside printer service as needed. Ensures content is free of grammatical, typographical and/or compositional errors prior to submission.
- **Electronic Campaigns:** Design electronic fundraising and awareness campaigns including Arizona Gives Day, Giving Tuesday, Monthly Giving Program, year-end giving, and AZ tax credit donations, tracking results to measure success of each campaign.
- **Email Marketing:** Create and maintain an email marketing calendar to ensure coordination of all campaigns with other organizational events and activities. Generate and distribute email marketing content that furthers the mission and support of RMHCCNAZ.
- **Photography/Video Production:** Conduct photo shoots, acting as photographer and/or coordinating professional photographers/videographers, talent, props, and location. Create and produce videos for grant applications, special events, and general stewardship.
- **Advertising:** Create and implement an annual print/broadcast/online advertising schedule, including designing ads for publications.

- **Public Relations:** Seek opportunities to highlight the RMHCCNAZ mission through media outlets. Designs, writes, and edits press releases, articles, and other products. Transmits to appropriate organizations and individuals.
- **Website:** Manage organization website, frequenting updating content to ensure accurate information is posted in a timely manner. Coordinate with all RMHCCNAZ staff for ongoing update needs as well as reviewing overall design and effectiveness on a regular basis. Manage relationship with website vendor to maintain website functionality.
- **Special Events:** Assist with marketing of special events, specifically through the production of materials and videos, website content, press releases and other marketing strategies. Serves as liaison at events to media outlets, photographers, videographers, etc.
- **Family Engagement:** Act as the primary resource to engage RMHCCNAZ families to share their stories through interviews, photo shoots, and videos.
- **Social Media:** Create and implement social media calendar with engaging content that furthers the mission and support of RMHCCNAZ.
- **Stewardship:** In conjunction with Development Team, support the fulfillment of corporate benefits and stewardship matrix.
- **Coordination:** Coordinate with internal stakeholders to ensure cohesive and integrated storytelling, PR and design efforts. Manage project timelines and deliverables, ensuring that all tasks are completed on schedule and within budget. Provide guidance and support to team members, fostering a collaborative and productive work environment.

### **Qualifications**

- Bachelor's degree in journalism, public relations, media relations, or a related field, plus 3-4 years of experience in a related field.
- Proven experience in storytelling, public relations, and design, preferably in a similar role or industry.
- Strong writing skills with the ability to craft engaging narratives and compelling content.
- Solid understanding of print design principles; experience in design software (e.g., Adobe Creative Suite).
- Excellent communication and interpersonal skills with the ability to build and maintain relationships with various stakeholders.
- A creative mindset with a keen eye for detail and the ability to think strategically about storytelling and branding.
- Ability to multitask and manage multiple projects simultaneously, demonstrating strong organizational and time management skills.
- Proficiency with Microsoft Office Suite.

### **Additional Skills:**

The following skills/experiences are desirable:

- Website management; WordPress knowledge preferred.
- Donor/customer databases; Blackbaud Raiser's Edge preferred.
- Email-marketing software; Constant Contact preferred.
- Google Analytics knowledge preferred.
- Knowledge of printing processes.
- Previous experience in the non-profit sector preferred.

### **Physical Demands:**

- Sits at desk 60-75% of the day.
- Near visual acuity essential for reading.
- Speaking and hearing are essential for communication.
- Able to lift and transport up to 10 pounds.

**Reporting Responsibility**

The Content Creator and Brand Coordinator works with all staff and volunteers to advance the mission of RMHCCNAZ. The Content Creator and Brand Coordinator will be responsible for overseeing multiple projects and, when necessary, supervision of interns.

***Schedule and Salary:***

- Salary commiserates with experience.
- Non-exempt position.
- Some weekend and evening shifts may be required.
- Comprehensive Health Plan
- 401k Retirement Plan
- PTO and Sick Time Plans

**Disclaimer – Other Duties:**

This is not an exhaustive list of all responsibilities, skills, duties, requirements, efforts, or working conditions associated with the Content Creator and Brand Coordinator position. While it is intended to be an accurate reflection of the current position, management reserves the right to revise the position or to require that other or different tasks be performed when circumstances change (i.e., emergencies, changes in personnel or technological developments).