

Ronald McDonald House Charities® of Central and Northern Arizona

JOB DESCRIPTION AND FUNCTIONS

Title: PR and Marketing Coordinator
Department: Development and Marketing
Supervisor: Chief Development and Marketing Officer
Date: April 2023



Purpose and Scope

This position develops and implements, in conjunction with the Development team, a comprehensive strategy designed to increase the organization's support from individuals, corporations, foundations, and other sources. This position requires an individual who is extremely goal-oriented, able to handle multiple deadlines, and works well on a team and in a collaborative environment.

Essential Job Functions:

- **Annual Fund:** In collaboration with the CDMO, develop the annual fund content calendar. Identify family stories and content, including corporate/foundation stewardship opportunities in annual fund pieces including appeals, newsletters, and e-appeals. Assist with vendors on calendar and production schedules as well as complete results and reporting.
 - **Campaigns:** Manage fundraising and awareness campaigns including Arizona Gives Day, Show Your Stripes, Giving Tuesday, Monthly Giving Program, year-end, and tax credit.
 - **Stewardship:** In conjunction with Development staff, support the fulfillment of corporate benefits and stewardship matrix.
- **Brand Management:** In collaboration with the CDMO, build and implement a marketing strategy to grow brand awareness and presence through owned, earned, and paid advertising, integrating messaging across platforms through website, social, and ads, while supporting annual fund vehicles. Act as internal RMHCCNAZ brand ambassador ensuring proper use of marks, logos, and global brand standards.
 - **Print Collateral Material:** Coordinate the creation of collateral including agency brochure, wish list, service highlights, family stories, Heart of the House report, etc. Manage production utilizing in-house desktop publishing and/or freelance graphic design and printing.
 - **Social Media:** Create and implement social media calendar with engaging content that furthers the mission and support of RMHCCNAZ.
 - **Email Marketing:** In collaboration with the Development team, generate and distribute email marketing content that furthers the mission and support of RMHCCNAZ.
 - **Video Production:** In collaboration with the Development team, produce videos that can be used for grants applications, events, and general stewardship.
 - **Advertising:** In collaboration with the CDMO, work with outside resources to create an annual print/broadcast/online advertising schedule. Create ads or work with a freelance graphic designer to produce ads.
 - **Website:** Audit rmhccnaz.org annually. Manage frequently updated content using WordPress. Coordinate with all RMHCCNAZ staff for ongoing update needs as well as during the annual update process. Manage relationships with website vendors to maintain website functionality.
- **Public Relations:** In collaboration with the CDMO, seek out opportunities to highlight the RMHCCNAZ mission through media outlets, writing and distributing press releases, award nominations, event listings, etc.

- **Special events:** Assist with special events that support the overall development plan, specifically through the production of materials, website, and marketing. In collaboration with the CDMO, manage video production as it relates to events.
- **Family Engagement:** Act as the primary resource to engage RMHCCNAZ families to share their stories through interviews, photo shoots, and videos.

Qualifications

- Excellent writing, communication, and organizational skills
- Strong analytical skills, attention to detail, and decision-making abilities
- Able to work independently and accomplish goals with minimal oversight
- Able to manage multiple projects simultaneously and meet frequent deadlines
- Proficient with Microsoft Office Suite and Adobe Creative Suite
- 1-3 years experience preferred in a comparable role. Preference will be given to candidates with degrees in Communications, Marketing, Public Relations, or other related fields.
- Experience with email marketing tools such as Constant Contact

Additional Skills:

The following skills/experiences are desirable:

- Website content creation and management
- Donor/customer databases
- Graphic design, page layout, photo editing
- Copywriting and editing
- Social networking
- Knowledge of printing processes

Reporting Responsibility

The PR and Marketing Coordinator reports to the Chief Development and Marketing Officer and is an integral member of the Development and Marketing Team that works with all staff and volunteers to advance the mission of RMHCCNAZ. The PR and Marketing Coordinator will be responsible for overseeing and managing multiple projects and, when necessary, supervising interns.

Schedule and Salary:

- Salary commiserates with experience
- 40 Hour Per Week - exempt position
- Some weekend and evening shifts may be required
- Health and Dental benefits
- Retirement
- Paid Time Off

Disclaimer – Other Duties:

This is not an exhaustive list of all responsibilities, skills, duties, requirements, efforts, or working conditions associated with the Senior Manager of PR and Marketing 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).