



JOB POSTING

Title:	Communications Manager
FLSA Classification:	Exempt
Pay Range:	\$73 - \$80k

Overview

Who We Are

The Ronald McDonald House Charities of Western Washington & Alaska supports seriously ill children and their families by providing housing, meals, and other essential support services at our facilities in Seattle, WA and Anchorage, AK. Each night we house 139 families, offering the comforts of home near the medical care their children need. Enabling families to stay close to their hospitalized child supports the health and well-being of the child and saves families millions of dollars in hotel and food costs each year. At the House, each of these families finds comfort, support, and hope as they navigate their child's medical crisis. RMHC of Western Washington & Alaska is an independent not-for-profit 501(c)(3) organization.

Who you are

As the Communications Manager at RMHC, you'll be at the heart of our storytelling. In collaboration with our leadership team, you'll spin innovative communication strategies that not only make RMHC shine but also turbocharge our fundraising goals. Your mission will involve crafting stories that tug at heartstrings, creating engagement that's off the charts, and helping our mission grow and shine. Your knack for measuring impact and making media connections will ensure that RMHC's voice is not just heard but amplified throughout the Pacific Northwest. Join us in this incredible journey of making a real difference for families at the Ronald McDonald House.

JOB SUMMARY

The Communications Manager will partner with leadership in developing and implementing innovative communication strategies to elevate RMHC's profile and support our fundraising goals. This role involves storytelling that connects with our audience's hearts and minds, driving engagement, and ultimately, supporting our mission's sustainability and growth. The Communications Manager reports directly to the Director of Development – Strategic Initiatives.

PRINCIPAL DUTIES AND RESPONSIBILITIES

- In partnership with the Director of Strategic Initiatives, develop and execute a comprehensive communications strategy that includes digital marketing, public relations, and content creation to increase fundraising and brand awareness.
- Build and maintain a comprehensive communications calendar to coordinate messaging across all platforms and ensure timely and cohesive communication strategies.

- Collaborate with the development team to craft compelling fundraising campaigns, ensuring consistent and impactful messaging across all platforms.
- Oversee the management of the organization's digital presence, including the website, social media channels, and email marketing, to engage with our community and inspire action.
- Produce high-quality content that effectively tells our story, including press releases, annual reports, newsletters, and donor communications.
- Measure and analyze the effectiveness of communication strategies and campaigns, utilizing data to make informed decisions and optimize future efforts.
- Serve as the RMHC brand steward, ensuring all communications reflect the organization's values and adhere to RMHC Global brand guidelines.
- Build and maintain relationships with media outlets and manage media inquiries, increasing positive coverage and visibility.
- Foster innovation by staying informed on emerging technologies, AI advancements, and best practices in nonprofit communications and donor engagement.
- In partnership with the Executive Director and the Director of Strategic Initiatives, develop and deliver crisis communications as needed, ensuring timely and sensitive responses.

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

ESSENTIAL SKILLS AND ATTRIBUTES

- Demonstrated success in developing and implementing communication strategies that have increased fundraising and brand awareness.
- Exceptional writing and storytelling skills, with the ability to produce compelling content for a variety of audiences.
- Proficiency in digital marketing tools and platforms, including social media, email marketing software, and content management systems.
- Strong analytical skills, with experience in measuring the impact of communications efforts.
- Excellent interpersonal and collaboration skills, with the ability to work effectively across teams and with external partners.
- RMHC requires all employees to be fully vaccinated against COVID-19.

Education/experience

- Bachelor's degree in Communications, Marketing, Public Relations, or a related field.
- Minimum of 3-5 years of experience in a communications role, preferably in a nonprofit setting.

Here's why you'll love working at RMHC:

Amazing People – We are a collective of dedicated nonprofit professionals, direct service family advocates, social workers, and bilingual housing and facilities teams that make the RMHC House a home away from home.

Caring Environment – Our House is a community where our nurturing staff support and provide services for families who are experiencing unique pediatric medical episodes in their lives; our House sparks joy and celebration to help lighten the heaviness of enduring medical treatments.

Great Location – Our House is nestled in the beautiful Laurelhurst neighborhood of Seattle, WA along the Burke Gilman trail and a short walking distance from Seattle Children’s Hospital.

Robust Benefits –RMHC offers generous paid time off that includes 10 paid holidays, 12 sick days, 2 personal days and vacation per our schedule and DOE, 100% employer-paid medical/vision and dental plans, life insurance, and 401(k) retirement savings with an employer match.

Strong History –A Home Away from Home: RMHC of Western Washington and Alaska was established in 1983 with its first House opening in Seattle and serving 22 families. Today we have three facilities in Seattle, including 10 Bone Marrow Transplant Apartments with a total of 105 rooms. Our Anchorage House in Alaska has 34 rooms and is nestled on the 6th floor of the Alaska Native Medical Center’s patient housing. Patients include expectant mothers with high-risk pregnancies as well as pediatric patients and their families.

HOW TO APPLY

Submit a resume and cover letter to hr@rmhcseattle.org. We will accept resumes until the position is filled. **Priority will be given to candidates who submit materials by April 12, 2024.**

Ronald McDonald House Charities of Western Washington & Alaska is an equal opportunity employer. We value a diverse workforce and strongly encourage applicants of all backgrounds to apply, regardless of race, color, religion, national origin, sex, age, marital status, sexual orientation, gender identity/expression or disability.