



**Ronald McDonald House Charities of Central Texas**  
**Position: Communications Coordinator**

**Reports To:** Chief Communications Officer

**Education:** Bachelor's degree or equivalent years of experience

**Relevant Work Experience:** 1-3 years' experience

**Schedule and Status:** Full-Time

**Salary:** Competitive and Negotiable

**Overview:** The Communications Coordinator is a full-time salaried position that reports to the Chief Communications Officer. The Communications Coordinator is responsible for assisting the organization in reaching its overall communication and marketing goals to advance the organization's brand and increase community knowledge and engagement.

**Communications and Marketing:**

- Supports Chief Communications Officer to shape and maintain the RMHC CTX brand through all online and offline channels to engage the community, donors, volunteers and families
- Develops and manages social media platforms and strategies ensuring messaging is pertinent, accurate and compelling; manage social media agency relationship
- Monitors and maintains the website including updating content and images and creating forms
- Responsible for graphic design and production of all promotion and collateral materials

**Development and Programs:**

- Supports Development and Programs by producing event collateral material, web content and forms, e-newsletters and social media content
- Support Friends of the House by developing promotional and event materials, e-newsletters, web content and social media content.
- Serve on event committees and attend events providing marketing and communications support

**Requirements:**

- Experience and proficiency with Adobe Creative Suite (InDesign, Illustrator, Acrobat Pro) and Microsoft Office
- Proficient knowledge of social media platforms including Twitter, Facebook, YouTube, Flickr, Instagram, and Pinterest; experience using social media scheduling tools (i.e. Hootsuite or Sprout Social)
- Experience with WordPress and CRM/database systems (Blackbaud Online Express or related system)
- Excellent writing skills
- Ability to collaborate and participate as a flexible, responsive team member
- Ability to work independently, problem solve, and adhere to priorities and deadlines

Position description is for informational purposes and is not an exhaustive list of all responsibilities. Additional duties that are consistent with the responsibility level of this position may be assigned.

Equal Opportunity Employment Statement

RMHC is committed to equal employment opportunity both in principal and in fact. All employment decisions including, without limitation, decisions regarding recruitment, selection, hiring, compensation, benefits, training, advancement, discipline, termination, layoff, return from layoff, and other terms, conditions and privileges of employment, are based on individual qualifications, without regard to race, color, religion, national origin, sex, age, disability, sexual orientation, marital status or any other status not listed here protected by law.