



Position: Communications Manager

Reports To: Director of Development and Communications

Education: Bachelor's degree

Relevant Work Experience: 3-5 years' experience

Schedule and Status: Full-Time, Exempt, Hybrid Schedule (up to 2 days approved to work remotely on an initial trial basis)

Compensation: \$55,000-\$65,000 based on experience. Benefits include health, dental and vision insurance, 403b with agency match, as well as paid time off.

Overview: The Communications Manager is a full-time salaried position that reports to the Director of Development and Communications (DDC). The Communications Manager performs a key role in the day-to-day communications, marketing, public relations and constituent relations activities. The Communications Manager implements RMHC CTX's annual communication plan to include all aspects of communication including but not limited to written, web, social media and media relations. The Communications Manager oversees the development and implementation of brand positioning and brand messaging; ensuring accuracy and consistency. This position is responsible for direct supervision, oversight and direction of the Communications Coordinator. The Communications Manager also serves as the staff lead for RMHC CTX's young professional group, Friends of the House (FOH). The Communications Manager is accountable to the CEO for stewardship of the mission statement.

To apply for this position, please send your resume, cover letter, and three references to careers@rmhc-austin.org.

Essential Functions:

1. Responsible for creating and implementing a comprehensive annual communications, marketing and public relations strategy. Collaborate with other staff to maintain the annual communications calendar to include special events, press releases, email newsletters, print newsletters, updates and presentations, and other scheduled communication pieces.
2. Responsible for formulating key messages, creating and maintaining web presence and creating public awareness materials.
3. Set communications strategy and create and manage all offline content including writing, editing and producing a diverse range of publications and communication materials to engage the community. This includes annual fund campaigns, newsletters, editorial, press releases, annual report, family and donor testimonials, special event materials, presentations, scripts and general promotional materials. Oversee the design and production of printed materials.
4. Oversee all online communications including website content, email fundraising campaigns including monthly giving strategies, e-newsletter and social media strategies. Work with DDC to execute community giving days, Amplify Austin and Brazos Valley Gives.
5. Supervise the Communications Coordinator in accordance with RMHC CTX policies and procedures. Consciously create a workplace culture that is consistent with that of RMHC CTX and that emphasizes its identified mission, vision, guiding principles and values of RMHC CTX. Identify staff development and training needs and provide solutions. Conduct annual staff performance reviews that provide overall context and framework to encourage employee contributions and includes goal setting, feedback and performance development planning.
6. In coordination with DDC, support oversight of the PR and Social Media agency contract. Proactively develop media pitches.
7. Assist the Communications Coordinator in managing an effective social media program to engage ambassadors and constituents.
8. Lead the design, content and production of all videos including family stories and special events.
9. Support event committees and attend all special events, providing marketing and communications leadership.

10. Work collaboratively with program staff to identify family stories to promote RMHC services and programs.
11. Support RMHC CTX programs department as needed.

Program Support:

1. Support on-going needs of Programs operations including attending weekly Programs staff meetings and engaging in RMHC CTX mission on-site at the Ronald McDonald House and in hospitals.
2. Act as primary staff liaison for all Friends of the House (FOH) activities, support the coordination of Leadership Council and bridge RMHC CTX's mission and goals with those of FOH.
3. Support on-going needs of Friends of the House including meeting logistics, organizational structure, calendar management, and fundraising and special event needs.
4. Partner with RMHC CTX team on events supporting Friends of the House, volunteer activities and communications activities.

Requirements:

1. Passion for the mission of Ronald McDonald House Charities of Central Texas.
2. Excellent written and verbal communication skills.
3. Advanced knowledge of Microsoft Office required.
4. Experience in developing and executing communications strategies.
5. Strong project management and communications skills.
6. Experience in managing comprehensive social media strategies. Thorough knowledge of social media tools and content management systems including Twitter, Facebook, YouTube, Flickr, Instagram, Pinterest and WordPress
7. Previous successful experience working with staff and volunteers in a supervisory capacity.
8. Excellent interpersonal skills and the ability to relate to people of diverse backgrounds.
9. Demonstrated problem-solving and decision-making skills with the ability to work in a flexible, team-oriented environment.
10. Must be organized, able to accept direction and to work independently as well as part of a team.
11. Must maintain discretion with regard to confidentiality and privacy
12. Excellent presentation, public speaking and community relations skills.
13. Be dependable, flexible, and highly sensitive to and supportive of the mission of Ronald McDonald House Charities.

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.

Physical Requirements:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Prolonged periods sitting at a desk and working on a computer.
- Must be able to lift up to 15 pounds at times.
- Ability to work occasional evenings and weekends as needed.

The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this position. They are not intended to be construed as an exhaustive list of

responsibilities, duties, and skills required of personnel. More in-depth information can be found in SOP's, working guidelines, policies, etc.

Where permitted by applicable law, the successful candidate must have received or be willing to receive the COVID-19 vaccine by date of hire to be considered for any position at Ronald McDonald House Charities of Central Texas.

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. In addition, RMHC will provide reasonable accommodations for qualified individuals with disabilities.