

Ronald McDonald House of the Inland Northwest

Job Description: Marketing & Communications Strategist



Position Summary:

The Marketing and Communications Strategist is a mission-driven and creative professional who leads RMHC Inland Northwest's branding, marketing, and communications. This role is responsible for increasing awareness, deepening engagement, and ensuring consistent messaging across all platforms to support fundraising, community outreach, and the organization's mission.

This is a full-time, hourly (non-exempt) position eligible for benefits, PTO, and holiday pay as outlined in the Employee Handbook. Some evening and weekend availability is required to support RMHC's mission.

Reports to: Director of Development and Programs

Salary Range: \$49,920 - \$62,400 DOE

Responsibilities (95%)

Strategic Communications & Brand Management

- Develop and implement an annual marketing and communications plan aligned with organizational goals.
- Ensure consistent brand voice, messaging, and visual identity across platforms.
- Partner with leadership to support fundraising campaigns, events, donor communications, and mission storytelling.

Content Development & Storytelling

- Oversee creation of print, digital, and visual content that highlights family stories, donor impact, and program successes.
- Produce newsletters, impact reports, press releases, and other materials needed.
- Coordinate photography and videography with attention to privacy standards.

Digital Marketing & Social Media

- Manage RMHC INW's website and social media channels (e.g., Facebook, Instagram, LinkedIn).
- Develop and implement digital strategies to grow audience and drive engagement.
- Monitor performance analytics and adjust strategies for impact.

Board Communications

- Assist the Executive Director in preparing Board-related materials such as presentations, branded documents, and meeting packets.
- Support the development and formatting of Board communications to ensure consistency with organizational messaging and brand standards.
- Coordinate updates to Board contact lists and documents across digital platforms as needed.

Event & Campaign Marketing

- Design and execute promotional campaigns for RMHC INW's events and awareness efforts.
- Support development team with branded materials, sponsorship decks, and event signage.

Collaboration & Project Management

- Manage relationships with designers, vendors, and marketing contractors.
- Track and report marketing KPIs; oversee the marketing budget to ensure ROI and cost effectiveness.

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Other Duties as Assigned (5%)

- Assist with other projects, administrative tasks, or communications-related duties as needed to support RMHC INW's mission.

Qualifications/Skills:

- Bachelor's degree in Marketing, Communications, Public Relations, or related field.
- 3–5+ years of marketing or communications experience (nonprofit preferred).
- Exceptional written and verbal communication skills.
- Strong graphic design skills (e.g., Adobe Creative Suite, Canva).
- Familiarity with website CMS (e.g., WordPress), email platforms (e.g., Constant Contact), and social media schedulers.
- Highly organized, collaborative, and deadline-driven.
- Passion for RMHC's mission and an ethical approach to storytelling.

Preferred Skills:

- Experience with photography, video editing, or basic HTML.
- Knowledge of various marketing systems (e.g., Mail Chimp, Raiser's Edge or Constant Contact).

Working Conditions/Physical Demands:

- Some physical tasks associated with facility may be required.
- Occasional lifting and carrying moderate-weight items.
- Standing and/or sitting for extended periods.
- Public speaking and confidence in public presentations.

Equal Employment Opportunity (EEO) Statement:

Ronald McDonald House Charities of the Inland Northwest believes that every employee has the right to work in an environment free from discrimination. It is our policy to hire, compensate, promote, transfer, discharge, and make other employment-related decisions without regard to an individual's race, color, sex, religion, creed, age, marital status, national origin, sexual orientation, the presence of any sensory, mental, or physical disability, genetic information, gender identity or expression, veteran status, or any other basis protected by federal, state, or local law.