

Ronald McDonald House of the Inland Northwest

Job Description: Marketing & Communications Strategist



**Ronald McDonald
House Charities**
of the Inland Northwest

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 medical, dental, and vision benefits; paid time off; paid holidays; retirement plan participation, if applicable; and other benefits as outlined in the Employee Handbook.

Reports to: Executive Director

Pay Range: \$49,920 - \$62,400 based on a 40-hour workweek, 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, email campaigns, and other communications materials.
- Coordinate photography and videography with attention to privacy standards.

Digital Marketing & Social Media

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

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 and support monitoring of the marketing budget to ensure 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 desired but not required.
- 3–5+ years of marketing or communications experience (nonprofit preferred).
- Exceptional written and verbal communication skills.
- Strong graphic design skills.
- Experience with communications tools such as Canva, Adobe Creative Suite, WordPress or similar CMS platforms, email marketing platforms, and donor databases such as Raiser's Edge preferred but not required.
- Highly organized, collaborative, and deadline-driven.
- Passion for RMHC's mission and an ethical approach to storytelling.
- Experience with photography, video editing, or basic HTML preferred.

Working Conditions/Physical Demands:

- Occasional support with event setup, materials preparation, or facility-related communications needs may be required.
- Occasional evening and weekend availability may be required for events, campaigns, meetings, or other mission-related needs.
- Occasional lifting and carrying of materials up to 25 pounds.
- Standing and/or sitting for extended periods.
- Ability to speak publicly and represent RMHC INW professionally at events, meetings, and 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.