



Brief Description of Organization:

Ronald McDonald House Charities New York Metro (RMHC NYM) is a not-for-profit 501(c)(3) organization that focuses on the critical needs of children by operating programs that provide families with access to pediatric healthcare on Long Island and allow the family unit to remain together during the stress and uncertainty of a medical crisis.

Position Overview:

Ronald McDonald House Charities New York Metro (RMHC NYM) is seeking a highly motivated and experienced part time **Digital Marketing Manager** who will increase awareness and build brand recognition of RMHC NYM among key stakeholders including Board of Directors, Advisory Councils, McDonald's, Volunteers, Donors, Community Members, and Prospects.

The ideal candidate is a storyteller by nature and will have experience using their creativity and strategic mindset to develop and grow RMHC NYM's digital communities. This candidate will embrace collaboration, possess intellectual curiosity, and thrive on building an online following (from start to finish) to help tell the RMHC NYM mission. The Social Media Manager reports directly to the Director of Public Relations & Marketing. This position is based in New Hyde Park, NY and works a hybrid schedule.

Essential Functions:

Digital Communities Strategy & Management:

- Collaborate with Director of Public Relations & Marketing to develop overarching social media strategy, working closely with PR agency, RMHC NYM families, and partners to help achieve strategic priorities.
- Manage all social media channels including Twitter, Facebook, Instagram, and YouTube accounts, as well as any other social channels that may be added to the strategy – including LinkedIn and TikTok.
- Create social content calendar, create content specific to each channel that is compelling and increases audience engagement, determine frequency and visuals suitable to each channel and target audience.
- Monitor engagement and respond promptly to all comments and fundraisers.
- Provide day-to-day oversight of website and optimize user journeys to access volunteer, donation, and family care resources.
- Work in coordination with the Director of Public Relations & Marketing on web content management, including regular informational updates, event calendar listings, website landing pages, and online forms.
- Lead strategy, video production, and content creation for marketing campaigns such as Giving Tuesday, McDonald's Facilitated Giving, Capital Campaign, and Event highlights/promotion.
- Work with RMHC team to engage other key staff to post to RMHC's website and social media, maintaining shared voice and message alignment.

- Regularly monitor online communities in the nonprofit ecosystem to share content and engage with audiences.
- Monitor trends in social media tools, applications, channels, design, and strategy.
- Create and monitor topic lists to enable CEO participation in relevant thought leadership opportunities.
- Define KPIs and develop monthly reports that show performance by channel.
- Collaborate and maintain close relationships with cross-functional teams (including Operations, Events, and Development) to maximize reach of social media efforts and ensure alignment across channels and content publishing/generating teams.
- Use analytics to boost engagement on all digital platforms, and use metrics to measure success, shifting strategy when necessary.
- Monitor print, broadcast, online and social media daily for RMHC NYM news and industry-related news.
- Benchmark and monitor competitors and industry leaders in social media to apply best practices.
- Prepare presentations/reports for organization as needed.
- Perform other duties as assigned.

Creative/Design:

- Take photos, videos, and conduct interviews to create mission moments for storytelling purposes.
- Attend RMHC NYM events and brand activations where live social media coverage is required.
- Proactively reach out to past and present resident families, donors, and brand partners to develop content.
- Create videos, slides, voiceovers, and various other digital media pieces for marketing, PR, social media, and training purposes.
- Utilize RMHC message map and branding collaterals to produce exceptional creative materials to further RMHC NYM's mission.
- Work with the development and events teams to assist in the production of fundraising material to include invitations, event programs, signage, flyers, online appeals, e-news.

Background, Experience, Knowledge & Skills

- Bachelor's degree in English, journalism, communications, public relations, marketing, or related discipline.
- 5-7+ years of social media management experience.
- Advanced experience with major social media platforms (Twitter, LinkedIn, Facebook, Instagram, YouTube, TikTok).
- Strong track record and professional experience in the digital space.
- Experience managing multiple projects concurrently, demonstrating a sense of urgency, results oriented, meets deadlines, and achieves results.

- Proven experience using publishing, curation, monitoring, and reporting tools such as Meltwater, Hootsuite, or others.
- Experience devising and implementing large-scale social media campaigns.
- Proficient at graphic design, using apps such as Adobe Creative Suite or Canva.
- Demonstrated proactive project management skills, ability to juggle short-term and long-term tasks/responsibilities on deadline.
- Exceptional writing, editing, and proofreading skills, with strong attention to detail and ability to convey complex information accurately and concisely in a relatable manner.
- Exceptional interpersonal skills, including ability to work collaboratively and establish strong working relationships with key colleagues as well as with outside partners.
- Excellent organizational skills and meticulous attention to detail.
- Ability to sensitively work with people from diverse backgrounds.
- Ability to work under limited supervision, both independently and as a team member.
- Creative and artistic use of resources within a limited budget.
- Flexibility with regards to work assignments and changing priorities.

Salary:

Commensurate with Experience

To Apply:

Please send COVER LETTER AND RESUME to dthadhani@rmhcnym.org. No phone calls please.

Must be able to successfully pass a background check. EOE.

The above information in this description has been designed to indicate the general nature and level of work performed by employees with this level of responsibility. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees in this position.