



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 allows the family unit to remain together during the stress and uncertainty of a medical crisis.

Position Title: Senior Marketing and Public Relations Manager

Overview:

Reporting to the CEO of the organization, this position is responsible for leading the strategic vision and day-to-day execution of the marketing, communications and individual giving cultivation and stewardship in order to create visibility for the organization, to build trust and relationships, and to move people from passive appreciation to active support of the Charity. The role is an integral part of helping to increase brand awareness, inspire a positive brand reputation and increase financial support.

The Sr. Marketing and Public Relations Manager will work collaboratively with counterparts in the development and operations teams to execute revenue-generating campaigns.

The position requires the ability to work proactively, communicate effectively, manage projects efficiently and to work creatively to produce unique and compelling content.

Summary of Position:

Below are the main responsibilities included as the Sr. Marketing and Public Relations Manager. This candidate would capture what RMHC NYM does for the families we serve and help us carry out our mission to the public.

Press Relations

Create media events. Coordinate media coverage at House events. Draft press releases. Monitor media for House appearances as well as our Family Rooms in Stony Brook. Maintain press release history and library of stories. Coordinate the organization's public relations efforts aligned with RMHC Global, McDonald's and advertising firms. Manage and coordinate bi-weekly meetings with Austin Williams (PR consultant).

Photography

Ensure all photos and/or videos are taken at House events, special events and our Family Rooms. Use results for web and marketing materials to promote the organization's mission. Supervise all photo opportunities with outside photographers at Chapter events. Coordinate efforts with in house staff and volunteer photographers.



Graphic Design

Manage and coordinate with graphic designer for all posters, advertisements, invitations, flyers, and other marketing materials to align with RMHC NYM branding and RMHC Global guidelines.

McDonald's Facilitated Giving/Activation

Leads the efforts to engage McDonald's Owner/Operators and supports overall development and donor relations efforts for RMHC NYM. In collaboration with the CEO and COO, serves as a liaison and primary contact for McDonald's Owner Operators, MMLC, and Task Force to grow and expand the engagement efforts with the stores. Works to grow McDonald's promotions (specifically Round-Up/Donation Box.) Attends McDonald's COOP meetings, conferences, and events. Preps PowerPoint presentations for McDonald's COOP meetings.

Special Events

Attend special events to ensure that all public relation opportunities are maximized. Assist the various event managers to ensure that events run as planned.

Newsletter

Assist with bi-annual newsletters reporting the events and Chapter accomplishments. Arrange for the approval of all article content prior to printing by the respective managers. Oversee layout design with the graphic designer.

Direct Mail Appeal

Manage and Create the bi-annual Direct Mail Appeal and ensure its approval among Staff as appropriate.

On-line Communications

Create and maintain the organization's website, Facebook (including video clips), Twitter, Instagram and email blasts through Constant Contact.

House Awareness

Research and develop new fundraising initiatives that build relationships and promote RMHC NYM and its mission.

Database

Utilize Raiser's Edge to produce information necessary for this position.



Special Projects

Other specific projects as deemed appropriate by the CEO and COO.

Management

Manage the Digital Marketing Manager on projects and assignments to increase awareness and build brand recognition through our social media outlets (Facebook, Twitter, Instagram, LinkedIn, etc.).
Oversee all video content and projects for the Digital Marketing Manager.

Essential Functions:

Other job functions include:

- RMHC New York Metro Communication
- Social Media Content & Strategy
- Website Development & Upkeep
- Individual Giving
- Direct Mail Fundraising Campaigns
- Seasonal Fundraising Campaigns (Giving Tuesday, Season of Giving)
- Media Relations
- Branding
- CRM
- Promotions (programs, events)
- Executive Leadership Platform Communication
- Creative Strategy
- Crisis Management
- Leadership Messaging/Speechwriting

Key Performance Measures:

- Individual giving growth/revenue
 - Online
 - Mail
 - Social Channels
 - Group Give



- Database enrollment growth
- Social engagement YOY and vs industry benchmark
- Earned Media impressions vs YOY

Additional Information:

The organization is looking for a candidate who:

- is motivated.
- has great critical thinking skills.
- has excellent writing and proofing skills.
- works well independently but also can collaborate in a team setting.
- has superior organization skills.

Background, Education, Experience, Knowledge & Skills:

- Bachelor's Degree
- Minimum three years' experience with public relations and marketing.
- Familiarity with RMHC NYM
- Excellent attention to detail
- Problem-solving and critical thinking

To Apply:

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

RMHC NYM offers a competitive compensation and benefits package, including employee health benefits, a matched 403(b) plan, life insurance, disability insurance, flexible spending account, generous paid time off and professional development opportunities. 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.