



Ronald McDonald House Southwestern Ontario- 12 Month Maternity Leave Contract Marketing and Communications Specialist

Our Mission-Keeping Families Close

Ronald McDonald House Charities Southwestern Ontario keeps families close, by providing accommodation and services for parents and caregivers close to their ill or injured children while receiving care at one of our partner hospitals.

The Organization

For over 35 years, Ronald McDonald House Charities Southwestern Ontario ("the Chapter") has been improving the health and wellbeing of children and their families through the creation of a home-away-from-home for families of children with life-threatening illnesses who are receiving specialized treatment at local hospitals. Established in 1985, the Chapter has experienced significant growth with the original 15-bedroom house expanding to 34 rooms in 2011, the introduction of a Family Room at London Children's Hospital in 2012, and the opening of the first in Canada House-within-a-Hospital in Windsor Regional Hospital in 2016. The Chapter has experienced significant growth in the last five years and with the launch of our new strategic plan, we will be expanding services to better serve our community. Please visit our website at www.rmhc-swo.ca for more information.

The Opportunity

Reporting to the Director of Development and Donor Engagement, the Marketing and Communications Specialist (MCS) is responsible for internal and external communications, Chapter Program and Fund Development support, and outreach initiatives. The MCS will develop and implement key national and local campaign materials appropriate for use in print, electronic, and other communications, including donor stewardship materials, proposals, and reports, appeal and thank you letters, websites, and other channels. As the key Brand Ambassador, the MCS will ensure all media and communications aligns with RMHC Global guidelines and updates the chapter on brand marketing changes.

As a key member of the Fund Development, the MCS works closely with the Sr. Community Engagement Specialist and Fund Development Communications Coordinator to amplify our mission. The MSC is a natural storyteller with the ability to create compelling and timely content focused on the mission, organizational priorities, and our impact.

We believe you should bring your authentic self to work – we are welcoming people of every age, background, and culture – just like the families who use our programs and services every day

Key Deliverables

The Marketing and Communications Specialist will:

- Lead the development, implementation, and evaluation of the chapter's communications strategy and produce written, visual, and digital content for the rmhc-swo.ca website, fundraising campaigns, events, and media initiatives.
- Produce, edit, design, curate, and schedule regular social media content for @RMHC SWO Facebook, Instagram, and Twitter social media platforms, with support from the Sr. Community Engagement Specialist, inclusive of all RMHC-SWO Chapter programming.



- Develop strong relationships with program staff to capture story content, images, and video.
- Multifaceted content creation skills, including feature writing, business writing, social media writing, and post design, and graphic design skills required to produce digital and print materials
- Create and activate online fundraising campaigns in the summer and winter months.
- Serves as organization liaison with printer and mail house entities
- Write, design, and work with a mail house to complete two direct mail print pieces to raise funds and awareness.
- Work with Fund Development and Communications Coordinator to source and share family ambassador testimonials and experiences amplifying our mission through various media vehicles and RMHC Canada initiatives.
- Respond to and facilitate requests from RMHC Canada for chapter-specific content, family photoshoots, and other marketing needs in support of key national campaigns including McHappy Day
- Work with Major Gifts Officer to amplify McHappy Day in the Southwestern Ontario region. Responsible for working with a third-party graphic designer to produce regionalized marketing materials (window clings, posters, digital assets) that both steward our McDonalds partner and amplify the biggest RMHC fundraiser of the year.
- Responsible for identifying and collecting content and generating the monthly donor e-newsletters (12+/year), donor stewardship pieces, and video elements used to raise awareness and support; work with third part videography teams as required. Development and layout of the annual report.
- Provide support to operational and development program leads as needed in printing and design. As a chapter staff, the MCS is responsible for directing all chapter marketing requests to meet communication needs for RMH London, RMH Windsor, and RM Family Room London
- Support signature events and fundraising programs with signage and program design
- Facilitates webpage updates, and donor stewardship piece design.
- Leads the annual Show Your Stripes (SYS) Campaign through various marketing and media vehicles; this campaign is promoted throughout Southwestern Ontario and as far as Northern Ontario. The MCS will develop online content and graphics to support SYS in various ways.
- Plan and implement external advertising opportunities; produce content and oversee social media and family ambassador support

The Qualifications

We are looking for a leader with the following skills:

- The Marketing and Communications Specialist must possess a degree or diploma in communications, media studies, marketing, or a related field and three years of related work experience.
- A strong communicator with outstanding writing, editing, and proofreading skills; expert use of English grammar, punctuation, and syntax.
- Solid content creation skills and ability to design visually appealing images and graphics following RMHC Global branding guidelines. Photography/basic video skills a plus
- Ability and flexibility to manage multiple and changing deadlines with proficient project management skills



- Knowledge and application of tools such as Adobe Creative Suite (In Design, Canva, Google Analytics, Mail Chimp Photoshop).
- Demonstrated Social Media expertise (Instagram, Facebook, Twitter,)
- Advanced proficiency with Microsoft Word, Excel, and PowerPoint
- Experience with Blackbaud Marketing and Black Baud Raisers Edge is an asset.
- Up to date on current marketing and communications trends.
- Receptive to feedback and input from a variety of sources.
- Work collaboratively with Fund Development team members, other departments, and volunteers.
- Enthusiastic, highly self-motivated, and has a well-developed sense of drive.
- Demonstrate customer service skills and willingness to provide high-quality service to families in crisis
- Able to lift a minimum of 50 lbs.
- Able to stand for long periods and walk significant distances (including up and down several sets of stairs)
- A flexible schedule is a must – availability for emergencies; Must be able to attend fundraising event functions outside normal business hours, as required.
- Access to a reliable vehicle, a valid driver’s license with personal insurance, and a clean driving record.

Core Competencies

- Adaptability
- Client/Customer Focus
- Collaboration
- Compassionate
- Detail-oriented
- Mission-Focused
- Interpersonal Awareness
- Service Focused
- Solution Focused

How to apply?

If you are interested, please forward your resume, together with a short cover letter outlining your key qualifications, your interest in the position, and salary expectations. Please submit your resume and cover letter before January 26th at noon to the attention of Heather Hoare, Director Fund Development and Donor Engagement via rmhadmin@rmhc-swo.ca

We thank all applicants, but only those selected for an interview will be contacted.