



Ronald McDonald House Charities® of Idaho, Inc. Position Description

For over 37 years, Ronald McDonald House Charities of Idaho Inc. (RMHC of Idaho) has been an Idaho nonprofit established to keep families together and promote the health and well-being of children. RMHC of Idaho is committed to an inclusive and respectful culture. Our culture is led by our core values of communication, teamwork, executing for results, and compassionate care for those we serve, and those we work with and inspire. Each member of our team demonstrates these core values and is focused on our mission and the families we serve. Come be a part of our dedicated team!

Title: Marketing & Communications Coordinator

Reports to: Marketing & Communications Manager

Overview: This position is responsible for developing collateral and promotional materials related to RMHC of Idaho and our brand. In this role, you will work closely with members of the RMHC of Idaho team and play an integral part in sharing our story both internally and externally through digital and traditional media, direct mail channels, and other tools to expand our reach, engagement and brand awareness.

This position is a full-time (40 hours per week).

Primary Duties and Responsibilities:

Marketing Content/Collateral Development

- Collaborates across departments on various communication pieces to support the overall mission of RMHC of Idaho.
- Based on marketing calendar and branding, create, design, distribute and maintain print and electronic materials, including but not limited to brochures, newsletters, invitations, signage, event programs and promotional materials, reports, flyers and other communication pieces.
- Write engaging copy that follow our branding guidelines.
- Create templates for internal and external newsletters and other communication pieces.
- Works with MarCom Manager to create content for communication pieces including interviews with donors, families, hospital and corporate partners, staff, and volunteers to highlight their roles in our mission.

Digital Content Development

- In alignment with the marketing plan, develop and implement the organization's social media strategy by expanding its presence and increasing visibility, awareness and traffic across all social and online platforms including Facebook, X/Twitter, YouTube, Instagram, TikTok, LinkedIn, Google, etc., as appropriate.
- Create relevant and engaging content and posts for social media in accordance with social media calendar, monitor channels to connect with and engage constituents and prospective donors and manage day-to-day activities.

- Stay up to date on current social media trends and best practices.
- Assist with updates to the RMHC of Idaho website with direction provided by MarCom Manager.
- Set up email sequences for segmented communication, auto replies and automation.

Other Marketing & Communication Support

- Assist with photography and video creation for social media, promotions, events, etc.
- Provide pre-event and day-of support for special events.
- Help order and maintain a supply of RMHC of Idaho branded materials.
- Track and report metrics for all digital, electronic and print campaigns to help improve communication, engagement, and activation.

Minimum Qualifications and Requirements:

- Bachelor's degree in Marketing, Communications, Journalism, Public Relations, or a related field; or equivalent professional experience.
- Minimum of 1 years of experience in content creation, digital marketing, or communications. Experience working in a nonprofit or mission-driven environment is highly preferred.
- Demonstrated success in creating both digital and print content for diverse audiences, including stakeholders, donors, and community members. Proficiency in content creation tools such as Canva and Adobe Creative Suite.
- Excellent written and verbal communication skills with a clear, engaging, and adaptable writing style.
- Comfortable working with social media platforms (Facebook, Instagram, LinkedIn, Tik Tok, X/Twitter) and understanding of basic platform analytics.
- Basic skills in photography and video capture/editing for promotional use.
- Deep interest in and commitment to the mission and values of our organization.
- Strong storytelling skills and the ability to connect people emotionally and intellectually to our cause.
- Positive, collaborative spirit and ability to work with people from a wide range of backgrounds.
- Excellent time management, organizational skills, and attention to detail—especially important when managing multiple deadlines or shifting priorities.
- Comfortable working collaboratively with different team members within the organization.
- Eagerness to contribute creatively, share ideas, and grow professionally in a supportive environment.
- Some evening or weekend availability may be required for events or key campaigns (advance notice will be provided).
- Local travel may be needed occasionally for event support or interviews. Must have access to reliable transportation.

Environmental Factors/Physical Demands:

Work is performed in an office environment. While performing the duties of this job, the employee is regularly required to have the ability to maintain active customer and employee communication; access, input and retrieve information from the computer system; enter alpha-numeric data into a computerized system. May be subject to repetitive motion such as typing, data entry and vision to monitor. May be subject to bending, reaching, kneeling, stooping and lifting up to twenty (20) pounds.

Salary and Benefits:

Salary is commensurate with experience. RMHC of Idaho promotes health and well-being and offers a benefits package that includes:

- PTO and extended illness benefits
- Medical, dental, and vision insurance
- SIMPLE Retirement plan

Required Application Material:

Please submit a cover letter indicating your interest, salary requirement, and qualifications for the position, and attach a resume that includes employment history to careers@rmhcidaho.org.

RMHC of Idaho is committed to creating a diverse environment and is proud to be an Equal Opportunity Employer. All qualified applicants will receive consideration without regard to race, religion, color, national origin, gender, gender identity or expression, sexual orientation, age, disability, or veteran status. Employment is contingent upon successful completion of a drug screening and background, where applicable.