

Ronald McDonald House Charities® of the Intermountain Area, Inc.
JOB DESCRIPTION

Title:	Communications Specialist
Person:	TBD
Team:	Development
Location:	Ronald McDonald House - Salt Lake City, UT
Reports to:	Communications Director
Classification:	Full-time, Non-exempt (40 hrs./week) Variable, including occasional nights, weekends, and some holidays
	Limited Remote Work Possible – Most business done onsite
Pay Grade:	Pay Grade D
Compensation:	Starting pay \$21.30–\$23.40

THE POSITION

The Communications Specialist plays a vital role in telling the story of Ronald McDonald House Charities of the Intermountain Area (RMHC), translating our mission and values into compelling, creative content that engages, inspires, and mobilizes donors, volunteers, and the broader community. This role is responsible for producing high-quality visual and written assets, both print and digital. As part of the Development team, the Communications Specialist is a strong visual communicator, highly organized, and passionate about using their creative skills to support and uplift the work of a mission-driven nonprofit.

Primary Duties and Responsibilities

Creative & Content Production

- Design and produce print and digital materials for external audiences, including brochures, postcards, flyers, holiday cards, advertisements, and other branded marketing collateral using Adobe Creative Suite, Canva, etc., under the direction of the Communications Director
- Support the creation of development-related materials such as event invitations, programs, signage, online appeals, and stewardship tools
- Assist with newsletter creation and distribution using Mailchimp
- Create internal communication materials such as branded templates, signage, training visuals, etc.
- Collaborate with contracted designers and production vendors to create high-quality assets when needed
- Capture and edit photography and video for use in storytelling, marketing, social media, public relations, and training
- Conduct interviews and gather testimonials for use in various media, assisting with the RMHC “Family Ambassador” program
- Produce multimedia content including videos, slideshows, voiceovers, and other digital content as assigned
- Assist with production, promotion, and distribution of RMHC-branded merchandise and promotional items, working creatively with vendors to develop new products
- Assist in the development and execution of a comprehensive annual communications strategy aligned with RMHC’s marketing and fundraising goals

Brand & Asset Management

- Maintain RMHC’s visual identity across all materials, ensuring alignment with global branding guidelines, organizational goals, and mission
- Organize and manage a centralized digital asset library to ensure easy staff access to photos, videos, and branded materials
- Track, order, and manage inventory of RMHC materials such as letterhead, envelopes, business cards, and other print collateral

Digital & Social Media Engagement

- Create and schedule frequent content for RMHC social media accounts
- Collaborate with other staff who assist with social media
- Monitor and respond to engagement across platforms in a timely manner
- Collaborate on digital campaigns that support fundraising and awareness goals
- Help track analytics and performance of digital content
- Help maintain and update information on the RMHC website (WordPress-based)

Vendor & Production Coordination

- Plan and execute in-house print projects; prepare proofs and secure necessary approvals prior to production
- Serve as contact for all external print vendors and suppliers, including Les Olson
- Manage inventory and purchasing of printing supplies (paper, envelopes, toner, etc.)
- Provide staff training and troubleshooting support for the office printer/copier

Development & Donor Engagement Support

- Maintain and organize inventory of all marketing collateral within all RMHC programs for easy access and use by staff
- Assist with donor stewardship, including serving as backup support for thank-you letters and mailings
- Promote and assist in the collection of email addresses from guests, donors, and volunteers for database entry
- Provide support for development events and meetings, including printing, setup, and cleanup

General Operations & Other Duties

- Track projects and collaborate with the team using Base Camp
- Assist with special events, campaigns, and administrative projects
- Participate in all-staff and team meetings and trainings
- Crosstrain with other team members to ensure flexibility and continuity
- Lead occasional tours of RMHC programs and facilities as needed
- Perform additional duties as assigned

Work Environment

- Work is primarily office-based, with regular interaction in communal areas with guests, volunteers, and donors
- The Communications Specialist coordinates with different supervisors across the organization depending on the project at hand
- Must be able to attend indoor and outdoor events in a variety of weather conditions
- Must possess a valid driver's license and have access to a personal vehicle

THE PERSON

Experience Required

- 2+ years of demonstrated experience and success in marketing and communications, development, design, and social media
- Demonstrated ability to effectively manage multiple projects

Skills Required

- Proficiency in Adobe Creative Cloud (InDesign, Lightroom, Premiere); Canva experience is a plus
- Exceptional verbal, written, and interpersonal communication skills

- Willingness and ability to learn the culture and language of the organization for use in all printed and digital materials to reflect and represent mission values
- Dedication to the ethics of storytelling in a nonprofit setting
- Experience with social media, marketing, and public relations
- Ability and willingness to collaborate and coordinate efforts with the Development team-at-large on projects, events and opportunities, with oversight and direction from multiple stakeholders
- Ability to embrace suggestions, feedback, and changes on designs to align with organizational needs in a culture of collaboration
- Ability to work well with people with diverse backgrounds and abilities
- Excellent organizational skills and meticulous attention to detail
- Ability to work well under pressure and meet deadlines
- Willingness to always adhere to RMHC's stewardship policy and maintain strict confidentiality with privileged donor information
- Ability to maintain confidentiality is essential
- Ability to think strategically, analytically and problem-solve
- 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
- Ability to see change as an opportunity rather than an obstacle

Education Required:

BA/BS degree in marketing, communications, design, or equivalent field; or comparable experience.

Physical requirements:

- May occasionally require standing for extended periods and lifting packages
- Prolonged periods of standing, walking, and sitting at a desk
- Occasionally to include moving objects up to 30 pounds, and the use of a ladder

Background Check and I-9 Requirement:

- Ability to successfully pass criminal background/sex offender registry check and receive work authorization through I-9

Additional requirements:

- Willingness to meet RMHC immunization requirements due to proximity with vulnerable patients and their families

The above information is intended to describe the most important aspects of the job. It is not intended or construed to be an exhaustive list of all responsibilities, duties, and skills required to perform the work.

Ronald McDonald House Charities is an equal opportunity employer and values a diverse workplace.