

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

Title: **Graphic Design and Content Specialist**  
Person: TBD  
Teams: Development  
Location: RMHC - Salt Lake City, UT  
Reports to: Chief Development & Marketing Officer  
Classification: Full-time, Non-exempt (40 hrs. per week)  
Compensation: Pay Grade 120 (Starting pay \$17.10 - \$19.40)

**THE POSITION:**

Job Description:

The Graphic Design and Content Specialist translates the RMHC brand into a variety of physical and digital collateral, acts as “the voice” of the organization on social media and through digital communications, and supports annual development campaigns to increase public awareness, engagement, and support of Ronald McDonald House Charities (RMHC) of the Intermountain Area’s mission-based, strategic digital communications and public relations.

Primary Duties and Responsibilities:

***Creative/Design:***

- Take photos and conduct interviews for stock footage and projects as needed.
- Create videos, slides, voiceovers, and various other digital media pieces for marketing, PR, social media, and training purposes.
- Utilize RMHC message map and branding collateral to produce exceptional creative materials to further RMHC’s mission.
- Work with the development team to assist in the production of fundraising material to include invitations, event programs, signage, flyers, online appeals, etc.
- Responsible for the oversight, design coordination, distribution and inventory of professional agency publications intended for external audiences such as branded marketing material, holiday cards, brochures, artwork, advertisements, etc.
- Provide direction and coordination with contracted designer to create and produce professional pieces to be sent to the printer.
- Create internal graphic design materials, artwork, communication pieces, branded templates, flyers, etc. using In-Design, Adobe Illustrator, Desktop Publishing, etc.
- Oversee the development, print order, distribution, and inventory of RMHC material such as letterhead, envelopes, and business cards.
- Initiate the design and production of printed materials, audio-visual presentations, and other communication tools.
- Assist in the creation of a comprehensive annual communications strategy that complements development and marketing objectives and goals.
- Direct the selection, purchase, promotion, sale, and distribution of RMHC merchandise, promotional materials, etc. Work creatively with the production company to establish new products.
- Ensure that RMHC’s communications represent the highest level of professionalism and accuracy and are aligned with global RMHC branding standards, organizational goals, and mission focus.

***Digital Communications and Social Media:***

- Grow RMHC’s support base via social media and digital communications.
- Establish a high level of proficiency in digital communications and social media (website, electronic newsletters, e-blasts, Facebook, Twitter, Pinterest, Instagram, YouTube, blogs, etc.)
- Help to create and execute digital communications and social media plan with timelines and key success metrics.
- Manage and regularly update/post to RMHC’s website and social media including Facebook, Twitter, Instagram, LinkedIn, etc.
- Work with RMHC team to engage other key staff to post to RMHC’s website and social media maintaining shared voice and message alignment.
- Train and encourage staff and board on social media participation.
- Update and distribute digital communications via e-blasts and e-newsletters
- Oversee and update website regularly
- Carryout digital campaigns to meet or exceed goals
- Coordinate with development team to implement strategic initiatives in communication and social media
- Seek out and participate in ongoing training opportunities to establish best practices
- Keep log of social media metrics to include baseline, benchmark and actual stats

- Participate in RMHC's PR/Marketing Committee

#### **Development**

- Manage online giving campaigns (Facebook/Instagram Birthday Fundraisers, #GivingTuesday, and others)
- Support database entry, reports, and stewardship efforts, especially related to timely thank you letters
- Actively promote and assist staff in the collection of email addresses from donors, visitors, volunteers, guests, etc. and enter into our database
- Provide general support for RMHC's Development team and events.
- Serve as back-up to generate donor thank you letters and mailings

#### **Other Duties and Responsibilities:**

- Lead tours of RMHC's programs and facilities
- Assist with Development projects, special events and campaigns, and general administrative tasks
- Participate in all-staff and team meetings and trainings
- Perform duties outside of normal responsibilities, as needed
- Cross train with other team members
- All other duties as required

#### **Work Environment:**

- Most work is conducted in an office and communal living environment, with regular interactions with guests, volunteers and/or donors
- Attendance at events may be indoors or outdoors, possibly in inclement weather. In conjunction with certain events, employee may be required to lift packages and stand for long periods of time.
- Must possess a valid driver's license and have access to a personal motor vehicle.
- Must be able to lift 30 pounds and use a ladder.

#### **THE PERSON:**

##### **Experience Required:**

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

##### **Skills Required:**

- Proficiency in Adobe Design Software
- Exceptional verbal, written and interpersonal communication skills.
- Experience with social media, marketing and public relations.
- Excellent organizational skills and meticulous attention to detail.
- Ability to work well with people with diverse backgrounds and abilities,
- Willingness to follow health protocols and immunization requirements to safely work with vulnerable populations.
- Ability to work well under pressure and maintain deadlines.
- Willingness to adhere at all times to RMHC's stewardship policy and maintain strict confidentiality with privileged donor information. Ability to maintain confidentiality is essential.
- Ability to think strategically and analytically and to 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 or comparable experience