



Ronald McDonald House Charities® of Southern California Job Description

Job Title: Special Events & Communications Coordinator
Division: Ronald McDonald House Orange County (“RMHOC”)
Reports To: Development Director
FLSA Status: Non-Exempt
Prepared By/Date: Human Resources / May 2022

Position Summary

Our mission at the Ronald McDonald House Charities® of Southern California (RMHCSC) is to provide comfort, care, and support to children and families in Southern California. To achieve our vision of creating a community where children and their families embrace life and healing with a sense of hope, enthusiasm, and joy. RMHCSC operates six Ronald McDonald Houses and soon-to-be three Ronald McDonald Family Rooms and Camp Ronald McDonald for Good Times.

In partnership with the Development Director and Executive Director, the Special Events and Communications Coordinator assists with executing a comprehensive program, including events hosted by RMHOC and other community events and initiatives designed to ensure the organization’s financial stability. This individual reports to the Development Director and works with Committees, other staff, and volunteers to achieve all fundraising goals.

Duties include but are not limited to the following:

Essential Duties and Responsibilities

Special Events

- Lead and coordinate all signature fundraising events, including Walk for Kids, Charity Golf Tournament, and Annual Fall Gala
- Provide support for other RMHC programmatic events (capital campaign, major donor recognition party, family holiday party, etc.)
- Serve as RMHOC Liaison/support for all third-party events benefitting RMHOC.
- Responsible for all communications on event promotion (print & electronic event communications, invitations, day of event materials)
- Secure event facilities/venues & review contracts with Development Director
- Identify new event donors and sponsors through research and networking, including in-kind
- Manage an assigned portfolio of event donors & solicit new and returning event sponsors
- Implement a stewardship plan for event donors & identify new opportunities to provide exceptional donor stewardship
- Manage event budget and conduct post-event reconciliation and reports
- Provide monthly reports of updates & activities toward development goals to the Development Director and Executive Director



Donor Acknowledgement, Recognition, and Record-Keeping

- Maintain donor database and donor files
- Prepare gift acknowledgments, gift receipts, tax letters, pledge reminders

Communications

- Drive RMHOC content strategy by advancing the understanding of and appreciation for RMHOC's brand, value proposition, and impact from our core services-with key audiences by originating and driving excellent copy, messaging, and storytelling
- Create, write, and edit marketing content for development (content related to board engagement, fundraising events, appeals, and newsletters)
- Create social media content with support from Development Director
- Implement tactics to increase the number of social media followers; deepen engagement across Facebook, LinkedIn, and Instagram; manage & drive increased inbound traffic to our regional website; create and localize newsletters.

Qualifications

Proven record of accomplishment/support in fundraising for a recognized not-for-profit institution. Familiarity with various funding programs, including annual giving, capital gifts, and deferred giving. Self-motivated and able to solve problems. Ability to work collaboratively with a wide range of people and personalities. Experience working with volunteer boards. Excellent communication skills, both oral and written.

An individual must be able to perform each essential duty satisfactorily to perform this job successfully. The requirements listed below represent the knowledge, skill, and ability required.

- Bachelor's degree, with 1-3 years of increasing responsibility in fund development for a nonprofit organization.
- Must demonstrate the ability to build relations with individuals, foundations, corporations, and other organizations.
- Must possess experience in marketing, promotions, public relations, special events, grant writing, and annual fund development.
- Must exhibit strong written and oral communication skills.
- Must be experienced with budgets and financial documents.
- Proficient in Microsoft Office Suite and other office productivity tools (email, database management, digital media, etc.).
- "Must have" excellent interpersonal and organizational skills with attention to detail and verbal and written communication skills.
- Require proof of full COVID vaccination plus 1 booster as a condition of employment. No need to provide until offer is made and accepted.

Knowledge and Skills

Possess strong presentation skills to communicate with a wide variety of audiences effectively. Demonstrate flexible and efficient time management and ability to prioritize workload



Supervisory Responsibilities - None

Language Skills

Ability to read, write, and interpret general business documents, correspondence reports, and procedure manuals. Ability to effectively present information and respond to questions from groups, families, employees, managers, and the general public. Proficiency in speaking and writing Spanish ideal.

Mathematical Skills

Ability to calculate figures and amounts, including basic math, percentages, discounts, and interest. Ability to understand and analyze budgets.

Reasoning Ability

Ability to function responsibly and autonomously as demonstrated by excellent decision-making skills, sound judgment, and a high comfort level to exercise authority. Ability to solve problems and deal with various concrete variables in situations where only limited standardization exists. Ability to interpret multiple instructions furnished in written, oral, diagram, or schedule form.

Computer Skills

Microsoft Office Suite; fluency in donor database programs.

Physical Demands

The physical demands described here represent those that an employee must meet to perform the essential functions of this job successfully. *Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

While performing the duties of this job, the employee is regularly required to stand; walk; use hands to finger, handle, or feel; reach with hands and arms; climb or balance; stoop, kneel; talk or hear. The employee is frequently required to sit. The employee must frequently lift or move up to 25 pounds.

Work Environment

The work environment characteristics described here represent those an employee encounters while performing this job's essential functions. *Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

The noise level in the work environment is quiet to moderate.

Equal Opportunity Employer

**Salary Range: \$50,000-\$60,000
plus generous benefits package**

Please submit Cover Letter & Resume to:



Jobs-OC@rmhsc.org

Job Code: OCSEC