



**RMHC**  
of Central Texas

**Position: Communications Manager**

**Reports To:** Director of Development and Communications

**Education:** Bachelor's degree

**Relevant Work Experience:** 3-5 years' experience

**Schedule and Status:** Full-Time

**Salary:** Competitive and Negotiable

**Overview:** The Communications Manager is a full-time salaried position reporting to the Director of Development and Communications. The Communications Manager performs a key role in the day-to-day communications, marketing, grant writing, public relations and constituent relations activities. The Communications Manager implements RMHC CTX's annual communication plan to include all aspects of communication including but not limited to written, web, social media and media relations. The Communications Manager oversees the development and implementation of brand positioning and brand messaging; ensuring accuracy and consistency. This position is responsible for direct supervision, oversight and direction of the Communications Coordinator.

**Essential Functions:**

1. Responsible for creating and implementing a comprehensive annual communications, marketing and public relations strategy. Collaborate with other staff to maintain the annual communications calendar to include special events, press releases, email newsletters, print newsletters, CEO updates and other scheduled communication pieces.
2. Responsible for formulating key messages, creating and maintaining web presence and creating public awareness materials.
3. Create and manage all offline content including writing, editing and producing a diverse range of publications and communication materials to engage the community. This includes direct mail campaigns, newsletters, editorial, press releases, annual report, family and donor testimonials, special event materials, presentations, scripts and general promotional materials. Oversee the design and production of printed materials.
4. Oversee all online communications including website content, email campaigns, e-newsletter and social media strategies. Serve as the organization lead for Amplify Austin and Brazos Valley Gives.
5. Responsible for grant writing and foundation tracking and reporting.
6. Supervise the Communications Coordinator in accordance with RMHC CTX policies and procedures. Consciously create a workplace culture that is consistent with that of RMHC CTX and that emphasizes its identified mission, vision, guiding principles and values of RMHC CTX. Identify staff development and training needs and provide solutions. Conduct annual staff performance reviews that provide overall context and framework to encourage employee contributions and includes goal setting, feedback and performance development planning.
7. Assist the Communications Coordinator in managing an effective social media program to engage ambassadors and constituents.
8. Manage the design, content and production of all videos including family stories and special events.
9. Attend all events as staff support and assist with tasks as needed.
10. Work collaboratively with program staff to identify family stories to promote RMHC services and programs.
11. Support RMHC CTX programs department as needed.

**Requirements:**

1. Passion for the mission of Ronald McDonald House Charities of Central Texas.
2. Excellent written and verbal communication skills.
3. Advanced knowledge of Microsoft Office required.
4. Experience in developing and executing communications strategies.
5. Strong project management and communications skills.
6. Experience in managing comprehensive social media strategies. Thorough knowledge of social media tools and content management systems including Twitter, Facebook, YouTube, Flickr, Instagram, Pinterest and WordPress
7. Previous successful experience working with staff and volunteers in a supervisory capacity.
8. Excellent interpersonal skills and the ability to relate to people of diverse backgrounds.
9. Demonstrated problem-solving and decision-making skills with the ability to work in a flexible, team-oriented environment.
10. Must be organized, able to accept direction and to work independently as well as part of a team.
11. Must maintain discretion with regard to confidentiality and privacy
12. Excellent presentation, public speaking and community relations skills.
13. Be dependable, flexible, and highly sensitive to and supportive of the mission of Ronald McDonald House Charities.

Position description is for informational purposes and is not an exhaustive list of all responsibilities. Additional duties that are consistent with the responsibility level of this position may be assigned.

**Equal Opportunity Employment Statement**

RMHC is committed to equal employment opportunity both in principal and in fact. All employment decisions including, without limitation, decisions regarding recruitment, selection, hiring, compensation, benefits, training, advancement, discipline, termination, layoff, return from layoff, and other terms, conditions and privileges of employment, are based on individual qualifications, without regard to race, color, religion, national origin, sex, age, disability, sexual orientation, marital status or any other status not listed here protected by law.