



Keeping families close*

Special Events and Marketing Manager

Job Description: Primary functions of the Special Events & Communications Manager include planning, coordinating, and implementing fundraising events and communication activities designed to increase and secure donor and public response to support the primary programs of Ronald McDonald House Charities Detroit.

Reporting Responsibility: The Special Events and Marketing Manager is directly responsible to the Director of Marketing and Development at Ronald McDonald House Charities Detroit.

Duties and Responsibilities:

Special Events:

- Serve as staff liaison for all events committees.
- Manage all internal and external major fundraising events, coordinating logistical planning, creating invitations and other collateral as necessary.
- Provide staff support for event-related functions and efforts.
- Serve as staff lead on fundraisers conducted by outside organizations (third party), managing cultivation and retention.

Marketing / Development:

- Assist in the design and implementation of marketing campaigns (paid advertising, collateral items, brochures, donor recognition, event invitations, etc.)
- Aid in the development and editing of print and digital communication.
- Support all RMHC staff with graphic design needs as they arise.
- Understand Chapter brand identity and adherence to Global style guide.
- Participate in speaking engagements and promotional activities as needed.
- Other duties as assigned.

Qualifications:

- Bachelor's Degree in Public Relations, Communications, Marketing, or a related field, either in progress or completed.
- Experience with special events and promotional campaign planning and execution preferred.
- Demonstrated record of being detail-oriented, possessing strong organization and time management skills, and prioritizing workload within a complex and fast-paced environment.
- Experience with digital media including website management as well as social media platforms.
- Excellent oral, written, and interpersonal communication skills.
- Sensitivity to the guests and volunteers of RMHC.
- Experience in working independently and collaboratively in a team environment to meet multiple, competing deadlines.

Physical Demands: While performing the duties of this job, the employee must be able to perform physical tasks normally associated with working in a business office and at off-site fundraising events and will be exposed to occupational hazards normally associated with those environments. The employee must be able to drive a vehicle, see, hear, and speak English fluently.

Hours and Compensation

This is a part-time position, paid at a rate of \$20/hour, not to exceed 30 hours/week.

Disclaimer:

This is not necessarily an exhaustive list of all responsibilities, skills, duties, requirements, efforts, or working conditions associated with the position. While this is intended to be an accurate reflection of the current position, management reserves the right to revise the position or to require that other or different tasks be performed when circumstances change (i.e. emergencies, changes in personnel, workload, rush jobs, or technological developments.)

To apply for this posting, please send a resume and cover letter to:

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