



POSITION DESCRIPTION

Title: Vice President of Marketing and Communications
Department: Development
Supervisor: Senior Vice President of Major Gifts
Status: Full-Time, Exempt
Hiring Range: \$130,000 - \$150,000
To Apply: Please submit a cover letter and resume to Staci Glass, Senior Vice President of Major Gifts at SGlass@ronaldmcdonaldhousecnaz.org

Purpose and Scope

The Vice President of Marketing & Communications leads the strategic development and execution of Ronald McDonald House Central & Northern Arizona's marketing, communications, and brand initiatives to strengthen community awareness, deepen donor engagement, and support philanthropic growth. This senior leadership role is responsible for overseeing integrated communications strategies, public relations, storytelling, digital marketing, and brand management to advance the organization's mission and visibility.

This position collaborates closely with the President & CEO, Development leadership, and cross-functional teams to develop compelling messaging and mission-focused content that connects donors, volunteers, corporate partners, and the broader community to the impact of Ronald McDonald House Central & Northern Arizona. The role oversees external and internal communications, media relations, executive messaging, website and social media strategy, and multi-channel campaigns that support fundraising, awareness, and organizational priorities.

The Vice President of Marketing & Communications supervises the Marketing Coordinator and manages external vendors, contractors, and agency relationships as needed to ensure high-quality execution across all communication platforms and initiatives.

This position reports to the Senior Vice President of Major Gifts.

Essential Job Functions

- Develop and implement integrated marketing and communications strategies that support fundraising, brand awareness, donor engagement, and community outreach goals.
- Serve as steward of the Ronald McDonald House Central & Northern Arizona brand, ensuring consistency in messaging, tone, visual identity, and storytelling across all communication channels.

- Lead the development and execution of multi-channel campaigns, including digital, print, email, social media, public relations, and donor communications initiatives.
- Oversee the organization's digital presence, including website strategy, content management, social media, email marketing, SEO/SEM, and audience engagement initiatives.
- Collaborate with Development leadership to support donor acquisition, stewardship, retention, capital campaign communications, and fundraising initiatives through strategic messaging and campaign support.
- Partner with the President & CEO to manage media relations, public relations strategy, crisis communications, executive messaging, and external communications opportunities.
- Develop compelling mission-focused content and storytelling that highlights family impact, donor engagement, volunteer involvement, and organizational outcomes.
- Provide communication support, messaging tools, talking points, and presentation materials for leadership, Board members, staff, and fundraising volunteers.
- Collaborate with the Special Events Manager to ensure event branding, promotion, communications, and storytelling align with organizational strategy and brand standards.
- Manage and mentor marketing staff while fostering collaboration, accountability, professional growth, and high-quality execution across projects and priorities.
- Coordinate with photographers, videographers, designers, printers, media partners, and other external vendors to support communications and marketing initiatives.
- Track, analyze, and report communication and marketing performance metrics, including engagement, reach, conversion rates, ROI, audience growth, and campaign effectiveness.
- Maintain an annual communications and content calendar aligned with fundraising campaigns, organizational priorities, events, and community engagement opportunities.
- Represent Ronald McDonald House Central & Northern Arizona at community events, media opportunities, and stakeholder meetings to strengthen visibility and community relationships.
- Ensure all communications align with organizational mission, values, confidentiality standards, and brand guidelines.

Essential Qualifications

- Bachelor's degree in marketing, communications, journalism, public relations, or related field required; advanced degree preferred.
- Minimum of 7–10 years of progressive experience in marketing, communications, public relations, or related field, including at least 3 years in a senior leadership or management role.
- Experience working within a nonprofit, healthcare, or mission-driven organization preferred.
- Proven success developing and executing strategic marketing and communications plans that support fundraising and organizational growth.
- Strong knowledge of branding, digital marketing, content strategy, public relations, and audience engagement best practices.
- Exceptional written, verbal, and interpersonal communication skills, including storytelling and executive-level messaging experience.

- Experience managing websites, social media platforms, email marketing systems, analytics tools, and content management systems.
- Strong leadership, project management, and organizational skills with the ability to manage multiple priorities and deadlines simultaneously.
- Experience supervising staff and managing external vendors, agencies, or contractors.
- Ability to analyze performance metrics and use data to improve communication effectiveness and engagement outcomes.
- Ability to build strong relationships with donors, media representatives, community partners, staff, and volunteers.
- Collaborative, mission-driven mindset with a commitment to nonprofit service and organizational excellence.

Additional Skills

- Strong strategic thinking and creative problem-solving abilities.
- Ability to translate complex or emotional subject matter into compelling, audience-centered messaging.
- Knowledge of fundraising communications, donor stewardship strategies, and nonprofit marketing best practices.
- High level of professionalism, discretion, and sound judgment in handling sensitive information and communications.
- Ability to work independently while also collaborating effectively across departments and leadership teams.
- Strong attention to detail and commitment to quality and accuracy.
- Flexibility and adaptability to changing priorities, organizational needs, and emerging communication opportunities.
- Commitment to continuous improvement and process efficiency.
- Commitment to the mission, values, and guest-centered culture of Ronald McDonald House Central & Northern Arizona.

Organizational Values

- Responsibility: Act with respect, accountability, and integrity.
- Teamwork: Work collaboratively as one organization aligned to a shared mission.
- Honesty & Transparency: Communicate and act with ethical integrity.
- Mission Focus: Keep the mission of Ronald McDonald House Central & Northern Arizona at the center of all work.
- Respect: Treat all individuals with dignity and fairness.
- Hospitality: Create a welcoming, inclusive, and supportive environment for all guests and families.
- Relationships: Build and maintain positive, respectful connections.
- Growth & Adaptability: Embrace learning, professional development, and change with a positive attitude.

Work Environment and Physical Demands:

- Office-based role with regular interaction with donors, media representatives, vendors, staff, volunteers, and community partners.
- Fast-paced, deadline-driven environment requiring flexibility, organization, strategic thinking, and strong prioritization skills.
- Prolonged periods of sitting (approximately 50–70% of the workday) with regular computer and desk use.
- Frequent use of standard office equipment, including computer, keyboard, telephone, camera equipment, and communication platforms.
- Visual acuity required for reading, editing, content review, data analysis, and digital communications management.
- Ability to communicate effectively in person, virtually, in group settings, and by telephone.
- Frequent use of hands and fingers for typing, editing, content creation, and handling marketing materials.
- Occasional standing, walking, bending, reaching, and lifting/carrying materials up to 40 pounds, including event supplies, signage, promotional materials, and campaign resources.
- Occasional attendance at events, media appearances, community meetings, and fundraising activities, which may occur outside regular business hours.
- Ability to maintain focus, creativity, attention to detail, and professionalism while managing multiple projects, deadlines, and organizational priorities.

Compensation & Benefits

This is an exempt, salaried position. Pay is commensurate with experience. Benefit eligibility is determined based on organizational policy and hours worked.

Disclaimer – Other Duties

This job description is intended to provide a general overview of the responsibilities and requirements of the position and is not an exhaustive list of all duties, skills, efforts, or working conditions. Duties may change or additional responsibilities may be assigned as needed to meet the operational needs of Ronald McDonald House Central & Northern Arizona, including during emergencies, staffing changes, or organizational updates.

EEO Statement

Ronald McDonald House Central & Northern Arizona is an equal opportunity employer. Employment decisions are made without regard to race, color, religion, sex, national origin, age, disability, veteran status, or any other protected status under applicable law.