



**Ronald McDonald
House Charities®**
Alberta

Marketing & Design Specialist Ronald McDonald House Charities® Alberta

Ronald McDonald House Charities® (RMHC) is passionate about providing a home away from home for families with seriously ill or injured children. Seventy per cent of Canadian families live in an area without a children's hospital. This means that when a child is seriously ill or injured, families must leave their homes, jobs and support systems to access vital – and often life-saving – medical care. We are here to help.

We know that when a child is sick, the whole family hurts. That's why we're part of a global network prioritizing family-centered care through our unique core programs. Our growing organization offer 73 private family suites in Edmonton, Red Deer and Calgary, as well as operate a state of the art mobile medical clinic called the Ronald McDonald Care Mobile. Our Houses provide a warm, compassionate and comfortable environment where families can share experiences, eat a warm homemade meal and rest while caring for their child who's admitted to a nearby hospital.

Reporting to the Director of Marketing & Communications, the Marketing & Design Specialist is responsible for developing and executing strategies designed to achieve the Marketing & Communication goals of Ronald McDonald House Charities® Alberta. The Marketing & Design Specialist will be responsible for assisting with and producing internal and external communication pieces and collaborating with different divisions to help achieve organizational goals.

Marketing & Design Specialist Responsibilities

- Majority of work will involve design and development of branded materials (print, online, and speciality design items) and execution of marketing and communication campaigns;
- Writing and editing of various materials;
- Collaborate on development initiatives including; creating assets for major giving, donor recognition, and for annual giving campaigns ;
- Research and provide support for major campaigns;
- Liaise with print partners on projects to ensure timely and accurate delivery of resources;
- Develop, execute and evaluate provincial marketing initiatives;
- Creative support for numerous signature events;
- Assist in the execution of provincial rebrand;
- Staying up to date with all brand requirements for the organization and ensuring all departments are following the requirements;
- Coordinate with national and international RMHC on various campaigns;
- Develop standardized materials and templates for all departments to use;
- Some travel will be required.



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Marketing & Design Specialist Qualifications

- Minimum of two years working in the Communications, Marketing, Public Relations field.
 - Social Media and website experience is required.
 - Demonstrated Project Management skills and experience taking the lead on marketing projects with the ability to meet tight deadlines.
 - Experience in Adobe InDesign and Photoshop is required.
 - Strong interpersonal skills, with proven ability to collaborate across RMHC Marketing and Communications networks and establish relationships.
 - Degree, Diploma or Certificate in Graphic Design, Public Relations, Communications, or Marketing
- **Work experience could be supplemented if the work experience demonstrates leadership, and a strong tactical knowledge of communication tools.

This position is full-time with some work required to happen outside of regular office hours. This position is based out of our Edmonton location.

Please submit a resume with cover letter quoting the position title “**Marketing & Design Specialist**” to hr@rmhcna.org. Along with your resume please provide writing and design samples from traditional communication tools which you wrote or designed (newsletters, press releases, internal communications) as well as from digital communication (social media and web content).

We would like to thank all applicants; however only those selected for an interview will be contacted.