



## **Ronald McDonald House Charities of Connecticut & Western MA**

Ronald McDonald House Charities of Connecticut and Western Massachusetts (RMHC CTMA) supports families with ill or injured children. The mission of RMHC CTMA is to provide essential services that remove barriers, strengthen families, and promote healing when children need healthcare. Our vision is a world where every family has what they need to ensure the best health outcomes for their children. Each year, our House programs serve as a home away from home for hundreds of families around the country and the world. We have served over 25,000 families as their children seek essential healthcare and saved families over \$2 million in hotel and food costs in 2024.

### **RMHC CTMA Programs:**

Ronald McDonald House of Connecticut (RMHCT) opened in 1985 on George Street in New Haven, CT. The current House, located at 860 Howard Ave in New Haven, was built in 2017 with 18 guestrooms and two respite rooms. RMHCT supports Yale New Haven Children's Hospital, Bridgeport Hospital, and Stamford Hospital in Connecticut. The House is in an expansion campaign and expects to open 11 additional rooms in the upcoming year.

Ronald McDonald House of Springfield (RMHSP) opened in 1991 at 34 Chapin Terrace, Springfield. It has 20 guest rooms and one respite room. RMHSP supports Baystate Children's Hospital, Shriners' Hospital New England, and other local medical facilities in Western MA.

Ronald McDonald Family Room at Baystate Children's Hospital (RMFR BCH) opened in October 2024 to provide a quiet place within the hospital, away from medical units, where families can recharge, grab a bite to eat, and rejuvenate during long days of a child's treatment. RMFR BCH will provide the care and comfort a family needs just steps away from their child's bedside.

## **Social Media Coordinator**

### **KEY COMPETENCIES**

**Values & Trust** – Keeps the mission and priorities of RMHC CTMA first and foremost when making decisions that impact our service to families. Acts with honesty and integrity in all matters. Treats others fairly. Represents RMHC CTMA well in deeds and actions.

**Compassion** – Acts in a caring and inclusive way towards all guests, volunteers, and co-workers, regardless of relationships with them and without regard to any individual differences.

**Adaptability** – Open to and embraces change and new ideas. Demonstrates flexibility in doing things differently. Can adapt quickly without reservation. Is supportive and consistently reliable in executing changes in methodology or process.

**Problem-Solving** – Can find effective solutions to problems; demonstrates ownership, is proactive and resourceful. A creative thinker who can carefully analyze a situation and is determined to resolve issues effectively.

**Communication** – Strong interpersonal and communication skills to effectively interact with stakeholders, including the Board of Directors, Advisory Councils, volunteers, staff, and donors.

## Description

Reporting to the Director of Communications and Marketing, the Social Media Coordinator is a creative and detail-oriented individual and will manage and execute all social media components for RMHC CTMA. This role will be responsible for implementing our communications calendar, creating engaging content, interacting with followers and aligned organizations and ensuring consistent brand messaging across all platforms. The role aims to promote the organization's visibility and engage key audiences such as the general public, guest families, volunteers, donors, and board members, while ensuring brand compliance with RMHC Global guidelines.

## Roles and Responsibilities

- **Content Creation & Management:**
  - Develop, design, and publish engaging content (graphics, videos, stories, posts) across social media platforms (Facebook, Instagram, LinkedIn, TikTok, Youtube).
  - Write compelling captions and copy aligned with RMHC's voice and mission.
  - Follow trends and algorithms to ensure best practices of messaging.
  - Develop and implement strategies to grow social media presence.
- **Calendar Execution:**
  - Implement and maintain the pre-set communications calendar, ensuring timely posting of campaigns, events, and updates.
- **Community Engagement:**
  - Monitor comments, messages, and interactions; respond promptly and professionally.
  - Engage with audiences and like-minded organization pages.
- **Analytics & Reporting:**
  - Track engagement metrics and provide insights to improve performance on a monthly/quarterly basis.
- **Brand Consistency:**
  - Ensure all content adheres to RMHC brand guidelines and tone.
- **Photo & Media Content:**
  - Collect, organize, and upload photos of families, donors, and volunteers for use in communication materials. Manage shared drives for photo storage.
- **RMHC CTMA Communications Cellphone:**
  - CTMA Communications cellphone accessible at all times, including outside business hours, to receive updates and respond to emergencies promptly.

The position description does not include a list of all responsibilities. Additional duties that are consistent with this role's responsibility level may be assigned.

- Serve as an RMHC CTMA ambassador, communicating the organization's mission, vision, and values.
- Perform other duties as assigned.

## Hours & Location:

- Part-time (25+ hours/week), including weekday and occasional weekend shifts. Hours may increase during high volume times.
- Hourly rate of \$22/hr.
- Temporary three-month position with opportunity for extension or permanent.
- On-site in our New Haven program and Springfield MA programs.

## Required Education and Experience:

- Bachelor's degree in a related field or equivalent work experience.
- Proven experience managing social media platforms for a brand, nonprofit, or organization.
- Experience with scheduling tools (e.g., Hootsuite, Buffer, Meta Business Suite).
- Knowledge of fundraising campaigns and nonprofit communications.

- Strong graphic design and video editing skills (Canva, Adobe Suite, or similar tools).
- Excellent writing and communication skills.
- Ability to work independently, meet deadlines, and manage multiple tasks.
- Familiarity with social media analytics and trends.
- Passion for storytelling and supporting RMHC's mission.

#### **Knowledge, Skills & Abilities**

- Excellent oral and written communications skills.
- Proactive, flexible and team player.
- Attention to detail and accuracy.
- Innovative problem solver with effective decision-making skills.
- Ability to interact effectively with staff, colleagues, volunteers, donors, and RMHC CTMA constituents.
- Demonstrates respect and appreciation for diverse cultures and ability to work and interact with diverse individuals.
- Ability to thrive in a fast-paced environment with complex arrangements and simultaneous commitments.

#### **Work Environment & Physical Demands**

This position operates in a professional office environment and routinely uses standard office equipment such as computers, phones, copiers, filing cabinets, etc. The physical demands described here must be met by an employee to perform the essential functions of this job successfully. While performing the duties of this job, the employee is required to stand, walk, sit (at a desk), climb stairs, and perform small maintenance tasks as needed. The employee may occasionally lift or move up to 25 pounds.

#### **Working conditions include but are not limited to the following:**

- A work environment with a non-traditional schedule that prioritizes creativity, collaboration, and work-life balance while contributing to a mission-focused, dynamic, and supportive work atmosphere.
- Travel in and around Connecticut and Western Massachusetts to our programs and events.
- Reliable transportation is a must.