Job Description

Director of Marketing & Communications

Position Type:

Full-time Exempt

Company Information:

Ronald McDonald House New England provides a comprehensive and supportive network of resources to children and their families through Ronald McDonald Houses, Ronald McDonald Family Rooms and Ronald McDonald Care Mobiles. Together, we can build greater capacity to serve children facing all pediatric illnesses at Boston's and Rhode Island's hospitals and other medical facilities throughout New England.

Position Summary

The Director of Marketing & Communications is responsible for leading and executing Ronald McDonald House New England's comprehensive marketing, communications, and brand strategy.

Reporting to the Chief Advancement Officer and serving as a key member of the Advancement team, this position will play a critical role in increasing organizational visibility, strengthening community engagement, supporting philanthropic growth, and positioning Ronald McDonald House New England as a leading voice in family-centered pediatric healthcare.

The ideal candidate is an exceptional storyteller and strategic thinker who understands how to translate a powerful mission into compelling communications that inspire awareness, engagement, and financial support.

This is both a strategic and hands-on role, requiring someone who can develop a vision, manage multiple priorities, create engaging content, and collaborate effectively with internal teams and external partners.

Reports To:

Chief Advancement Officer

Key Responsibilities

Strategic Communications & Brand Leadership

- Develop and implement an integrated annual marketing and communications plan aligned with organizational priorities, fundraising goals, and strategic initiatives.
- Serve as the organization's brand steward, ensuring consistent, compelling, and accurate messaging across all platforms and audiences.
- Build brand awareness and strengthen Ronald McDonald House New England's presence throughout Massachusetts, Rhode Island, and the broader New England region.
- Position the organization as a trusted voice on the importance of family-centered care and the challenges facing families navigating pediatric medical treatment.

- Collaborate with executive leadership to develop strategic messaging around organizational growth, program impact, community partnerships, and future expansion.
- Ensure all communications reflect the organization's mission, values, and national brand standards.

Storytelling & Content Development

- Lead the development of compelling, mission-driven content that brings the experiences of the families we serve to life.
- Build and maintain a robust storytelling pipeline featuring families, volunteers, donors, corporate partners, and staff.
- Develop engaging written, visual, and video content for digital platforms, fundraising campaigns, publications, presentations, and events.
- Work closely with House and program staff to identify meaningful stories that demonstrate the organization's impact.
- Ensure storytelling is conducted with sensitivity, authenticity, and respect for family privacy and consent.
- Translate program data and organizational outcomes into accessible, emotionally resonant communications that demonstrate impact.

Public Relations & Media Relations

- Develop and execute a proactive public relations strategy to increase awareness of Ronald McDonald House New England.
- Cultivate and maintain relationships with journalists, editors, producers, and media outlets throughout New England.
- Identify and pitch compelling stories that highlight the organization's mission, programs, families, volunteers, and community partnerships.
- Manage external public relations consultants and agency relationships to maximize opportunities for earned media.
- Prepare executive leadership, staff, and other organizational representatives for interviews and public speaking opportunities.
- Support crisis communications and reputation management, ensuring timely, thoughtful, and consistent messaging.

Digital Marketing & Social Media

- Oversee the organization's digital presence, including website content, social media channels, email marketing, and digital advertising.
- Develop and execute a comprehensive social media strategy focused on increasing engagement, reach, and meaningful audience growth.
- Lead the creation of a dynamic content calendar that balances family stories, program impact, fundraising opportunities, events, and community engagement.
- Oversee website content strategy, ensuring information is current, accessible, engaging, and aligned with organizational goals.
- Develop targeted digital marketing campaigns to support fundraising, volunteer recruitment, event participation, and organizational awareness.
- Monitor digital performance and analytics, using data to continuously improve content effectiveness and audience engagement.
- Identify emerging communications trends, platforms, and technologies that can enhance the organization's reach and effectiveness.

Fundraising & Advancement Communications

- Partner closely with the Chief Advancement Officer and Advancement team to develop communications strategies that support annual fundraising goals and long-term philanthropic growth.
- Lead the creation of compelling fundraising materials, including annual appeals, donor communications, sponsorship materials, impact reports, and campaign collateral.
- Support the marketing and promotion of signature fundraising events, including the Boston Marathon, Falmouth Road Race, Women's Classic, and other major fundraising initiatives.
- Collaborate with Major Gifts, Corporate Partnerships, Special Events, and Development leadership to ensure consistent messaging and strong donor engagement.
- Develop donor stewardship communications that demonstrate the tangible impact of philanthropic support.
- Support the communications strategy for the organization's planned Boston expansion and capital campaign, including campaign messaging, case for support materials, donor presentations, and public awareness initiatives.
- Identify opportunities to leverage corporate partnerships, community relationships, and fundraising initiatives to increase organizational visibility.

Internal Communications & Cross-Functional Collaboration

- Partner with executive leadership to strengthen internal communications and ensure alignment around organizational priorities.
- Collaborate with program and operations teams across Boston and Providence to identify and communicate stories of impact.
- Support Board of Directors communications, including presentations, organizational updates, and key messaging.
- Develop communications tools and resources that empower staff, volunteers, and Board members to serve as effective ambassadors.
- Ensure organizational messaging remains accurate, consistent, and aligned across departments and external stakeholders.

Project Management & Performance

- Develop and manage the annual marketing and communications calendar, establishing clear priorities, timelines, and deliverables.
- Manage relationships with external designers, photographers, videographers, public relations consultants, and other creative partners.
- Oversee the marketing and communications budget, ensuring effective allocation of resources.
- Establish measurable communications goals and regularly report on performance, including media coverage, digital engagement, website traffic, email marketing effectiveness, and campaign outcomes.
- Balance long-term strategic initiatives with the day-to-day communications needs of a dynamic nonprofit organization.

Qualifications

Required

- Bachelor's degree in communications, marketing, public relations, journalism, or a related field, or equivalent professional experience.
- Minimum of 5–7 years of progressive experience in marketing, communications, public relations, or a related discipline.
- Demonstrated success developing and executing integrated marketing and communications strategies.

- Exceptional writing, editing, and storytelling skills, with the ability to adapt messaging for diverse audiences and platforms.
- Experience managing social media, websites, email marketing platforms, and digital campaigns.
- Strong understanding of media relations and earned media strategies.
- Experience developing content that supports fundraising, donor engagement, or mission-driven initiatives.
- Excellent project management and organizational skills, with the ability to manage competing deadlines.
- Strong interpersonal skills and a collaborative approach to working across departments.
- Ability to work independently, take initiative, and move projects from concept to completion.

Preferred

- Experience in nonprofit communications, healthcare, philanthropy, or mission-driven organizations.
- Experience supporting capital campaigns, major fundraising initiatives, or organizational growth campaigns.
- Familiarity with Salesforce, Constant Contact, Hootsuite, Canva, Adobe Creative Suite, or comparable platforms.
- Experience with video storytelling, photography, and digital content production.
- Established relationships with New England media outlets.
- Experience managing external agencies, consultants, or creative vendors.

Physical Requirements:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. The employee is occasionally required to move and operate a computer and other office productivity machinery, such as a calculator, copy machine, and computer printer. The employee must be able to move up to 30 pounds. Employee must be comfortable communicating in a variety of written and verbal settings including (but not limited to) answering phones, public speaking, facilitating meetings, making cold calls, etc. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus. Reasonable

accommodations may be made to enable individuals with disabilities to perform the essential functions

Working Conditions, Compensation, & Benefits:

This salary for this position is $90,000 annually, is full-time, exempt, and offers a generous benefits package. The position is hybrid and their primary location is considered based in Boston, MA . This position will be expected to work out of our Providence offices periodically. It is an 'at will' employment position, which means that either Ronald McDonald House New England or the employee may terminate employment at any time, with or without cause or without notice.

The above statements are intended to describe the general nature/level of work being performed by the individual assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified. Other duties as assigned.

How to Apply: Interested parties, please send a resume and cover letter tdevasser@ronaldmcdonaldhousenewengland.org. Please note "Director of Marketing & Communications" in the subject line. No phone calls please. The position will remain open until filled. Ronald McDonald House of New England is an equal opportunity employer.