



Œuvre des Manoirs  
Ronald McDonald  
House Charities  
Ottawa

Keeping Families Close™  
Garder les familles ensemble

## Communications Officer

**\$55,000- \$65,000**

**Full-Time, Permanent**

### **Ronald McDonald House Charities Ottawa (RMHCO)**

Since 1984, Ronald McDonald House Charities Ottawa (RMHCO) has provided a safe, inclusive, and compassionate place for families to call 'home'. Providing the comforts of home to out-of-town families whose children are seeking treatment at the Children's Hospital of Eastern Ontario (CHEO) allows them to focus on their child's health and removes the financial burden and the commute they would otherwise incur. RMHCO also operates two Family Rooms within the hospital, providing all families a space to rest and recover, as well as access to the comforts of home while spending long days in the hospital. These Family Rooms are used primarily by families who reside in Ottawa.

RMHCO operates independently and works closely with the greater Ronald McDonald House Charities network (across Canada and globally). Our House can currently accommodate 14 families at a time, and we are about to expand to 36. **Our team is growing, and this is an exciting time to join our organization.** Our staff complement is 12 and we have 92 amazing volunteers who help with operations. We are investing in our team to meet the future needs of our House.

#### **Job Purpose:**

Reporting to the CEO, the Communications Officer develops the strategy for communications activities for RMHCO – both for fundraising and for House/Family Rooms operations. He or she contributes to the development and implementation of all fundraising activities from a communications perspective. He or she shares responsibility for the successful implementation of the strategic plan, as approved by the Board.

#### **Key Responsibilities:**

- Develop and execute an annual Communications Plan for RMHCO.
- Content development and execution for all communications platforms (social media, in-house screens, web, radio, video, events, presentations, print), producing materials that increase public awareness and donor support.
- Identify and actively recruit appropriate guest families to participate as ambassadors in support of promotional materials and fundraising events and activities.
- Provide Communications and other support to the fundraising team for all events. This includes all promotional and recognition materials.
- Provide Communications and other support to the Capital Campaign as needed. This includes liaising with a hired firm to develop and execute a Public Launch.
- Coordinate the development and printing of RMHCO print materials - whether for operations or for fundraising.
- Working with the Annual Giving team, support the execution of McDonald's fundraising initiatives on behalf of RMHCO.
- Working with the Annual Giving team, execute our promotional and stewardship commitments through the National Partnerships Program of RMHC Canada.
- Government Relations – Working with the CEO, advance stakeholder relationships and opportunities for engagement.

- Manage all media requests and outreach, preparing staff and Board members for opportunities.
- Develop donor stewardship reports that demonstrate the need, impact and value of community investment.
- Contribute to the successful implementation of the Foundation's strategic plan, including the RMHCO annual operational plan.
- Work cooperatively and effectively with members of the staff and volunteer teams to advance the mission in a collaborative, integrated manner.

#### **Core Competencies:**

- **Communication Excellence**  
The ability to convey ideas persuasively in a clear, concise manner. Excellent written, verbal, presentation, and interpersonal skills.
- **Relationship Management**  
A commitment to build and maintain a positive rapport with internal and external stakeholders. Recognition of the role that donors, partners and colleagues all play in the success of RMHCO and RMHC Canada.
- **Leadership**  
Engages and inspires others to help accomplish team and organizational goals. Maintains professionalism under pressure. Models the RMHC core values.

#### **Qualifications:**

- Post-secondary degree or diploma in Communications, or related field.
- At least 5 years of progressive experience in communications, including specific experience in digital platform management.
- Excellent writing and problem-solving skills.
- Advanced knowledge of digital and social media strategies, trends, best practices and tactics.
- Excellent organizational and project management skills, with the ability to manage multiple priorities in a dynamic and time-sensitive environment.
- Dependable, flexible, and resourceful with excellent team and interpersonal skills.
- Proficient in Microsoft Office Suite (including Powerpoint, Excel and Word).
- Proficient in design, with a program such as InDesign or Canva. Proficient in WordPress.
- Pre-employment Criminal Records Check and Child Abuse Registry Check are required.
- A valid driver's license and vehicle are considered assets.
- RMHCO has made the decision to implement a COVID-19 vaccination policy for all staff, volunteers, guest families, visitors, and contractors. Proof of Vaccination is required.

**Application Process:** Applications will be accepted until November 28, 2022. If you wish to apply, please submit your resume and cover letter by email to [careers@rmhottawa.com](mailto:careers@rmhottawa.com). Although we appreciate the interest of all candidates, only those invited for an interview will be contacted. RMHCO is committed to offering reasonable accommodations to job applicants with disabilities. If you require accessibility accommodations to participate in the recruitment process for the above position, please state required accessibility accommodations with your email application.