



**RMHC**  
New Mexico

**Job Title:** Communications & Events Coordinator  
**Reports To:** Community Relations Director  
**Position Type:** Full-time, non-exempt, hourly (nights and weekends as needed)  
**Salary Range:** \$33,280-41,600 DOE

## JOB DESCRIPTION

The Communications & Events Coordinator creates and implements the day-to-day communication activities that support RMHC-NM's outreach and public relations. This role ensures all live and virtual events are successful and goals are met. Working in conjunction with the Community Relations Director, the Communications & Events Coordinator leads the efforts of the organization to increase community knowledge and engagement by growing the events in their portfolio and advancing the RMHC-NM brand.

## PRIMARY DUTIES & RESPONSIBILITIES

- Create and manage communications calendar, developing content specific to each channel that is compelling and increases audience engagement; determine frequency and visuals suitable to each channel and target audience.
- Ensure brand standards are executed across digital and print materials, and serve as the staff resource for all issues related to brand usage. Work closely with the Community Relations Director to create materials that reflect and advance the Ronald McDonald House brand and image for internal and external use.
- Manage all social media channels. Monitor engagement and respond promptly to all comments.
- Provide day-to-day oversight of website, including optimizing user journeys to access volunteer, donation, and family care resources. Work in coordination with Community Engagement Team and CEO on web content management, including regular informational updates, event calendar listings, website landing pages, and online forms.
- Execute end-to-end steps of all email campaigns, working with program owners for content; manage email lists and segmentation; provide analysis as requested.
- Collect and distribute stories about projects and programs from staff, families, and partners in both written and video forms.
- Enhance donor stewardship touches and build community support through annual reports, press releases and media relations, website content and analytics, e-marketing, social networking, and other public relations and marketing platforms.
- Establish timelines for all aspects of events; work with Community Relations Director to create and execute plans for event promotions.
- Plan, schedule, and execute logistical support for special events (live and virtual) from inception to completion; work with RMHC-NM staff and volunteers to ensure coverage for all event aspects.
- Conduct After Action Review for all RMHC-NM events with appropriate participants, collecting feedback and implementing process improvements.
- Solicit and track event sponsorships, in-kind gifts, and raffle and auction items.
- Research, author, and manage sponsorship grant proposals, including identifying prospects, cultivating and stewarding potential and existing donors, and enhancing existing RMHC-NM relationships with community leaders, resulting in financial support.
- Recruit and develop event committees and other resources enhancing events and marketing.
- Track revenue, expenses, and budgeted forecast for all projects.
- Attend all events and represent RMHC-NM in the community as requested.

## ANCILLARY JOB FUNCTIONS

- Maintain positive and cooperative relationships with all staff, volunteers, donors, and stakeholders.
- Respect the privacy and confidentiality of all guest and agency information.
- In all instances, serves as an ambassador for the RMHC-NM, appropriately communicating the organization's mission and purpose.
- Demonstrate respect for diverse cultures and the ability to work and interact with all types of people.
- Promote an environment that aligns with the mission of RMHC-NM.
- Perform other duties as assigned by the CEO.

## KNOWLEDGE, SKILLS & ABILITIES

- Ability to thrive in a fast-paced environment with complex arrangements and simultaneous commitments.
- Demonstrate a passion for the organization's mission and the ability to utilize that passion to motivate constituents via communications and events.
- Self-directed and motivated.
- Excellent writing, editing, and presentation skills.
- Ability to think creatively to grow special events in portfolio
- Demonstrated proactive approach to expanding communications reach.
- Highly productive team player who will build strong and mutually beneficial relationships between the staff, donors, volunteers, and external audiences.
- Proven critical thinking skills, including strong planning, decision-making, problem solving, and organizational skills.
- Proficient knowledge of social media platforms including Facebook, YouTube, Instagram, TikTok, and Twitter; experience using social media scheduling tools and email delivery platforms.
- Experience and proficiency with WordPress, Adobe Creative Suite (InDesign, Illustrator, Photoshop, Acrobat Pro) and Microsoft Office (Word, Excel, PowerPoint, and Outlook).
- Familiar with back-end event software and donor databases
- Knowledge of social media platforms and best practices for nonprofits.
- Minimum of two years of experience working with a nonprofit preferred.
- Demonstrated ability to meet deadlines and work well under pressure.
- Ability to maintain confidentiality and use discretion as required.
- Flexible approach to working hours.
- Ability to perform physical tasks usually associated with event preparation and execution.