

JOB POSTING

Title:	Donor Communications Manager
FLSA Classification:	Exempt
Pay Range:	\$75,000 - \$85,000

Overview

Who We Are

The Ronald McDonald House Charities of Western Washington & Alaska supports seriously ill children and their families by providing housing, meals, and other essential support services at our facilities in Seattle, WA and Anchorage, AK. Each night we house 139 families, offering the comforts of home near the medical care their children need. Enabling families to stay close to their hospitalized child supports the health and well-being of the child and saves families millions of dollars in hotel and food costs each year. At the House, each of these families finds comfort, support, and hope as they navigate their child's medical crisis. RMHC of Western Washington & Alaska is an independent not-for-profit 501(c)(3) organization.

Who you are

The ideal candidate is an exceptional communicator with proven writing and editing skills, creative and strategic thinking, and the ability to turn complex ideas into clear, compelling messages. They thrive in a collaborative, fast-paced environment, balancing multiple projects with adaptability and a passion for RMHC's mission.

JOB SUMMARY

The Communications Manager advances RMHC's fundraising and visibility by producing donor-facing communications that inspire giving, deepen engagement, and strengthen the brand. This role manages appeals, newsletters, stewardship stories, social media, and donor updates, ensuring all communications align with fundraising priorities.

PRINCIPAL DUTIES AND RESPONSIBILITIES

Content Creation (40%)

- Write, edit, and produce donor-facing materials including appeals, newsletters, stewardship updates, impact reports, social posts, and email content.
- Source, interview, and curate authentic family, community, and organizational stories for use across appeals, campaigns, events, and digital channels.
- Ensure all communications are donor-centered, family-focused, and consistent with RMHC's brand voice and guidelines.

Channel Management (40%)

- **Email Marketing:** Partner with the Development Associate to build and deploy emails; manage segmentation, testing, and performance tracking; report results and adjust based on data.
- **Social Media:** Develop and implement an annual social media strategy and content plan; oversee posting schedules and execution; track engagement and fundraising outcomes, adjusting strategy as needed.
- **Website:** Conduct regular audits of web content; coordinate with staff and vendors to update or improve pages; monitor analytics to inform strategic improvements.
- Maintain an integrated communications calendar aligned with fundraising priorities and organizational events.

Brand and Asset Stewardship (20%)

- Serve as brand steward, ensuring all communications align with RMHC guidelines and voice.
- Maintain templates, asset libraries, and story/photo archives for use across development initiatives.
- Provide strategic guidance to colleagues on brand standards, messaging, and content use.

What's Outsourced / Supported

- Website technical maintenance.
- Large-scale design, layout, or video production.
- Direct mail production and printing.

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

WHAT SUCCESS IN THIS ROLE LOOKS LIKE

- Donor communications are timely, compelling, and clearly connected to RMHC's mission and impact.
- Email, social media, and website channels show steady growth in reach, engagement, and fundraising conversion.
- Family, RMHC community, and mission-based stories are successfully repurposed across multiple channels, reducing the need for ad hoc content creation.
- Frontline fundraisers have easy access to updated stories, assets, and branded templates, allowing them to focus on donor relationships rather than creating materials.
- The communications calendar is aligned with fundraising priorities, ensuring coordinated messaging across appeals, stewardship, events, and campaigns.
- Donors report feeling appreciated, informed, and connected, contributing to higher retention and repeat giving.
- RMHC's brand presence in the PNW market grows stronger, setting the stage for a successful 2026 rebrand launch.

QUALIFICATIONS

- Bachelor's degree in Communications, Marketing, Journalism, or related field.
- 5-7 years of professional communications experience, ideally in fundraising and donor engagement
- Exceptional writing and editing skills; proven ability to craft compelling, donor-centered content.
- Strong organizational skills with the ability to manage multiple projects simultaneously in a fast-paced environment.
- Collaborative mindset with excellent follow-through.
- Proficiency with Constant Contact (or similar), social media platforms, and basic CMS tools.

TO APPLY

Please email your materials to hr@rmhcseattle.org with Donor Communications Manager in the subject line.

Here's why you'll love working at RMHC:

Amazing People – We are a collective of dedicated nonprofit professionals, direct service family advocates, social workers, and bilingual housing and facilities teams that make the RMHC House a home away from home.

Caring Environment – Our House is a community where our nurturing staff support and provide services for families who are experiencing unique pediatric medical episodes in their lives; our House sparks joy and celebration to help lighten the heaviness of enduring medical treatments.

Great Location – Our House is nestled in the beautiful Laurelhurst neighborhood of Seattle, WA along the Burke Gilman trail and a short walking distance from Seattle Children's Hospital.

Robust Benefits –RMHC offers generous paid time off that includes 10 paid holidays, 12 sick days, 2 personal days and vacation per our schedule and DOE, 100% employer-paid medical/vision and dental plans, life insurance, and 401(k) retirement savings with an employer match.

Strong History –A Home Away from Home: RMHC of Western Washington and Alaska was established in 1983 with its first House opening in Seattle and serving 22 families. Today we have three facilities in Seattle, including 10 Bone Marrow Transplant Apartments with a total of 105 rooms. Our Anchorage House in Alaska has 34 rooms and is nestled on the 6th floor of the Alaska Native Medical Center's patient housing. Patients include expectant mothers with high-risk pregnancies as well as pediatric patients and their families.

Ronald McDonald House Charities of Western Washington & Alaska is an equal opportunity employer. We value a diverse workforce and strongly encourage applicants of all backgrounds to apply, regardless of race, color, religion, national origin, sex, age, marital status, sexual orientation, gender identity/expression or disability.