

Job Description

Position Title:	Communications Advisor
Reports To:	Fundraising Manager
Direct Reports:	N/A
Location:	Ronald McDonald House South Island, 33 Cashel Street, Christchurch
Status:	Permanent, full-time employee (40 hours/week)
Date:	February 2019

Ronald McDonald House South Island Mission:

Supporting families while their child receives hospital care; more than just a House (*under review*)

Our Values:

- We lead with compassion
- We focus on the critical needs of children
- We celebrate the diversity of our programmes and our people
- We operate with transparency and accountability
- We value our heritage

Our unique impact:

For over 15 years, the Ronald McDonald House South Island Chapter has provided family-centred care via our Ronald McDonald House and Ronald McDonald Family Room programmes by providing vital resources, compassionate hospitality, care and support to over 7,500 children and their families who have undergone medical treatment at South Island hospitals.

Position Objective:

The Communications Advisor supports the Mission of Ronald McDonald House South Island (RMHSI) with primary focus on the communication of the charity to internal and external parties. Our Fundraising team raises over \$1.4m annually to ensure our House and Family Rooms keep their doors open 24/7. Our fundraising efforts see us connect with community, corporate partner sponsorships, philanthropic trusts, and over \$600,000 of value-in-kind goods and services annually. In addition we curate four major events and an annual appeal each year to generate revenue for our Charity. This role will provide much-needed support to the fundraising team as we strive to exceed our budget and remain the South Island's Charity of Choice in 2019.

Why is this role important?

We rely on the generous support of the public, businesses and volunteers to operate our facilities, in addition to undertaking fundraising to meet costs. While we receive no direct Government funding, we are able to seek financial support from the Ministry of Health's Travel and Accommodation Scheme for eligible families. **Volunteers** are the backbone of our organisation and their generosity and dedication directly supports families in need. **Corporate and Community Support** comes to us in cash and in-kind donations and is vital aspect for us to continue to provide our excellent level of service. **Fundraising** is organised and delivered by a dedicated team who work tirelessly to secure funds and includes delivering four major events, a fashion show and annual street appeal each year. Community groups, businesses and individuals also fundraise on our behalf along with online donations via the digital platforms available to us. **The Family Dinner Programme** involves volunteer groups of businesses, corporates and groups from our community cooking meals for the families several nights a week which is a welcome relief for families after long days spent at Hospital.

Key relationships:

Internal Relationship

House guests and families, Volunteers, RMHSI team members, Board of Trustees, other RMHC Programmes

Nature of the relationship

Working in collaboration in achieve our charity's objectives

External Relationships

Indicative external relationships for this role would include but are not limited to:- families, event and corporate supporters, local community representatives, media representatives and RMHSI partners

Nature of the relationship

Partner engagement and delivery to achieve aligned outcomes

What this role is about:

Communications Planning

- Review existing communications strategy and programmes, make recommendations for improvement or change
- Create a communications strategy on behalf of the organisation each year for the staff and Trustees
- Collaborate with RMHC chapters for positive outcomes relating to RMHSI's communications strategy

Implementation of Communications Strategy Internal and External Communications

- Successfully implement the communications strategy across all RMHSI touchpoints
- Successfully implement the Communications and Marketing Strategy, which will be developed in conjunction with our Fundraising Strategy. This includes and is not limited to:
 - Create and promote RMHSI's key messaging, internally and externally
 - Development of RMH South Island Trust communications material for all stakeholders
 - Review and update internal/external collateral (as agreed with CEO), including the website
 - Apply for the grant for, and then write and produce quarterly newsletters
 - Produce an Annual Report
 - Manage RMHSI's social media presence
 - Produce monthly E-Newsletters to various stakeholder groups
 - Assist the Fundraising team and CEO with donor recognition
 - Work with the Events Advisor on all communications related to upcoming events, and support the Events Advisor with developing and producing event collateral
 - Obtain quotes for all collateral production related expenses that are not sponsored
 - Work with database, design and communications volunteers and interns to train and manage appropriately

Brand Management and PR

- Work proactively with internal and external contacts including key Media partnerships, to generate new opportunities to enhance and improve RMH South Island Trusts communications and reach
- Alongside the CEO, develop and maintain influential media networks to ensure regular media publicity opportunities and media coverage
- Actively develop, promote and manage best practice for RMHSI's brand externally, and handle all communications enquiries
- Seek ways to promote the organisation through marketing and PR strategies
- Become familiar with brand protocols to ensure the "Ronald McDonald" brand and logos are proactively protected and universally maintained as directed by Ronald McDonald House Charities®.
- Effectively manage opportunities to capture and utilise family imagery (with relevant approvals) in communications that will best share and highlight the mission of RMH South Island Trust.
- Manage and coordinate all merchandise, activities and produces and review the profitability of existing merchandise

Stewardship

- Provide key statistics for stewardship reporting.
- Provide interesting and informative House tours for a variety of guests and clients to the House.

Administration and Information Management

- Learn and competently use Exceed (CRM).
- Ensure all fundraising revenue and expenditure is correctly coded for accounting purposes.

Financial and Reporting Responsibilities

- Coordinate reports for the fundraising team and CEO as requested in a timely manner which accurately reflect Communications outcomes and KPIs.

Personal Development

- Proactively seek our relevant professional development activities to pursue in agreement with the Fundraising Manager.
- Keep up to date on trends in your area of expertise.

Responsibility to the Charity

- Promote a positive and professional image of RMHSI at all times in accordance with RMHSI policy.
- Act with integrity and aim to over-deliver on our communications strategy and KPIs.
- Be familiar with payment and spending in line with the delegated authority associated with this role.

Health & Safety

- Comply with the Health and Safety Policy and processes at all times.
- Take no action, or inaction that may cause harm in the workplace or in any environment in which the organisation could be considering to be operating.
- Follow safe methods and take no unreasonable risks with your own or any others persons safety.
- Report all workplace accidents, incidents, near misses and any potential workplace hazards to the relevant Health and Safety Officer or CEO.
- Seek assistance or advise where the safe method of completing a job is not known.

Sustainability

- Maintain a high focus on resource use and disposal to minimise environmental impacts and economic cost.

For the Ronald McDonald House South Island team, operational excellence looks like this:

- We show compassionate hospitality in our family-centred spaces
- Well-trained, thoughtful and kind team members and volunteers
- Our policy and procedures are consistent
- Well-maintained and comfortable facilities
- A comprehensive and innovative approach to meeting the family's needs

Qualifications, Knowledge and Experience specification

- Has a high level of emotional intelligence, empathy, integrity and creativity
- Values and respects others
- Is honest, fair and transparent in dealings with everyone
- Is broad minded, tolerant and non-judgemental
- Can relate to people from a wide range of backgrounds and experiences
- Has a sense of humour and an ability to stay cheerful during tough times
- Is inspiring and motivating to be around
- Takes ownership, embraces change, learns rapidly, works as a team player
- Shows a love of learning and continuing self-improvement
- Shows initiative and the ability to problem-solve quickly
- Knows how to make volunteers and supporters feel special
- Is highly organised, efficient and great at managing their own time
- Has exceptional communication skills, and can present to groups confidently
- Confident Microsoft and Google document-sharing software skills
- Shows loyalty and commitment to Ronald McDonald House South Island
- Has communications, public relations, fundraising, journalism, or marketing experience

General

Your general duties include those outlined in this position description and may be reviewed and updated from time to time in consultation with you. You will also be required to undertake any other duties that are within your ability to perform to contribute to the overall success of the Charity, if asked to do so.