



## Marketing Assistant

**Reports to:** Marisa Lunde, Marketing Coordinator

**Status:** Full-time, non-exempt

**Schedule:** Monday – Friday, 8 am – 5 pm; occasional weekend hours

**Hourly Rate:** \$24 - \$29/hour

**To Apply:** Please submit a cover letter and resume to Marisa Lunde, Marketing Coordinator, at [mlunde@rmhctucson.org](mailto:mlunde@rmhctucson.org)

### **About our Organization**

Ronald McDonald House Charities of Southern Arizona (RMHC®-SA) envisions a world where every family has what they need to ensure the best health outcomes for their child. Since 1981, the Ronald McDonald House® in Tucson has provided a warm and welcoming “home-away-from-home” for families with critically ill children that have traveled to Tucson for medical care. Some stay a few days. Some stay a few months. We offer them all a comfortable place to stay in a loving, supportive environment – all at no cost to the families.

We also serve all families at Banner Children’s Diamond Children’s Medical Center and TMC for Children with the Ronald McDonald Family Room® programs – places for family members to rest and regroup just steps from their child’s bedside. We partner with local Federally Qualified Health Centers on two Ronald McDonald Care Mobile® programs to provide dental care to children in underserved areas. In December 2024, we opened the RMHC Sibling Center in connection with the Play Zone at Banner Diamond Children’s.

Inclusion and belonging are core values at Ronald McDonald House Charities of Southern Arizona. We are passionate about building and sustaining a welcoming and equitable environment for all staff, volunteers, and guests. We believe every member of our team enriches our diversity by exposing us to a broad range of ways to understand and engage with the world, by identifying challenges, and by discovering, designing and delivering solutions.

RMHC-SA offers a competitive salary with a strong benefits package, including medical (100% paid for employee, plus 70% for family), dental, and vision insurance (both 50% for employee), retirement savings matching, and a generous PTO plan.

### **How You Can Help**

The team at RMHC-SA is dynamic, compassionate, and ambitious. This new addition to our full-time, weekday staff will inspire enthusiastic support in the community for our mission. A successful candidate will be a self-starter, a team player, and will share our passion for improving the lives of children and their families. The Marketing Assistant will help communicate the importance of our programs to the community, inspiring support and deepening understanding of the work we do.

### **The Marketing Assistant will**

#### **Social Media & Digital Communications**

- Execute day-to-day posting schedules across multiple social platforms from draft to publication (LinkedIn, Facebook, Instagram)
- Monitor engagement and track key social media performance metrics to help identify trends and inform strategy
- Assist with strategic direction of social media and email marketing to grow audiences and deepen understanding of our mission
- Draft content for email newsletters and provide cross-departmental support for email platform (Robly)
- Assist with website updates (WordPress)

#### **Content Creation & Storytelling**

- Source stories, interview families, storyboard content, and draft articles for multiple channels (blogs, print, e-newsletters, social media)
- Coordinate photography and video capture that comply with brand standards and exemplify journalistic integrity
- Edit video into short-form content that drives support and engagement

#### **Event & Fundraising Support**

- Assist Development team with event marketing for three annual events, including creation of invites, advertisements, and event collateral (House Party, El Tour de Tucson, Walk for Kids)
- Assist with marketing creation and execution for fundraising campaigns (annual appeals, AZ Gives Day)
- Support Volunteer & Engagement team with community outreach initiatives

### **Marketing & Brand Support**

- Help reinforce understanding of Ronald McDonald House brand standards across departments
- Assist with creation and maintenance of internal Brand Hub and Content Library (SharePoint)
- Assist with production of routine marketing materials, including annual reports, appeals, flyers, and brochures
- Assist with production of merchandise and operation of the Gift Shop
- Other duties as assigned

### **Minimum Qualifications**

- Bachelor's degree in marketing, communications, public relations, or journalism is preferred. Work experience in lieu of a degree may be considered.
- Bilingual in English and Spanish is preferred.
- A track record as an excellent communicator, both verbally and in writing.
- Ability to maintain confidentiality of patient, personnel, and corporate data.
- Must be able to pass a criminal background check and drug test.
- This position requires standing, sitting, and walking for periods of time as well as the ability to bend, lift, push, pull or carry supplies up to 30 pounds.

### **Knowledge, Skills and Abilities**

- Must demonstrate the ability to be highly sensitive and supportive of the needs of RMHC-SA guest families.
- Excellent written, verbal, and organizational skills.
- Ability to represent RMHC-SA professionally, enthusiastically, and with journalistic integrity.
- Ability to work independently.
- Proficiency in Microsoft Office (Outlook, Word, PowerPoint, Excel, SharePoint), Adobe Creative Suite (Illustrator, Photoshop, InDesign), Canva (or similar), and WordPress/Elementor.
- This position description provides a general overview of the duties, responsibilities and work conditions of the position. It is not designed to be a comprehensive inventory of all duties, responsibilities and qualifications required of employees in this job.

### **Equal Employment Opportunity**

Ronald McDonald House Charities of Southern Arizona believes that all employees are entitled to Equal Employment Opportunity. We do not discriminate against employees or

applicants for employment based on race, color, creed, religion, sex, gender, age, national origin, sexual orientation, disability, veteran status, pregnancy, or any other legally protected characteristic. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.