



**Ronald McDonald
House Charities®**
Eastern Wisconsin

RMHC® Job Description
Event & Marketing Specialist
Current as of February 2023

Job Title: Event & Marketing Specialist
Department: Development
Reports to: Director of Marketing & Events
Status: Full-Time Salaried (Exempt)
Salary Range: \$38,000-\$44,000

Job Purpose

Ronald McDonald House Charities® of Eastern Wisconsin (RMHC) is a premiere nonprofit established to keep families together and promote the health and well-being of children. RMHC is committed to the core values of communication, creating connections, community and compassionate care for those we serve, work with and inspire. Each member of our team demonstrates these core values and is focused on our mission and the families we serve.

We are searching for a talented and motivated Event & Marketing Specialist to organize outstanding and unforgettable events. You will be responsible for every part of event preparations, such as choosing venues, developing seating plans, coordinating auctions, communicating event details both internally and externally and evaluating success afterward.

General Responsibilities:

Event Logistics:

- Collaborate with Director of Marketing & Events and Marketing Manager to develop event concepts/themes
- Identify and manage event timelines and milestones, both leading up to and during each event
- Secure and oversee event committee members
- Coordinate event logistics such as venues, entertainers, photographers and other vendors, including in-kind donors
- Maintain event budgets
- Collaborate with Volunteer Services Director to identify and manage volunteer needs
- Manage event set-up, take-down and post-event follow-up
- Assess event success and provide post-event reporting

Auction:

- Solicit interesting, unique and exclusive auction items
- Track auction items and build packages using online software
- Oversee auction package photography and onsite auction setup

Event Communications:



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- Collaborate with Marketing and Database Teams to develop event landing pages, registration and collateral for special events
- Prepare pre- and post-event communications for attendees
- Manage sponsor and volunteer acknowledgement and recognition

Qualifications:

- Passion for the mission of RMHC
- 2-4 years successful experience in non-profit fundraising event/communications role
- Organized with high level of attention to detail
- Experience developing and managing a budget
- Excellent interpersonal and written/verbal communication skills
- Proficient computer skills; familiarity with Excel and Word; database, auction software and/or Adobe experience a plus
- Flexibility with schedule to accommodate event committee meetings and events, as needed

Submit your cover letter and resume to Melissa Marney at mmarney@rmhc-easternwi.org.