



Ronald McDonald House Newfoundland and Labrador **Marketing & Communications Officer**

Ronald McDonald House Newfoundland and Labrador is located in St. John's, near the Janeway Children's Health and Rehabilitation Centre. We provide accommodations and support to families with an ill or injured child who must travel to St. John's for medical care. Operated by a small staff team and supported by dedicated volunteers, we are seeking a full-time **Marketing & Communications Officer**.

This position is unique a career with real meaning and a strong sense of purpose. Every day, our team provides an essential service that remove barriers, strengthen families and promote healing when children need healthcare. This is an opportunity to play a key role in how the organization tells its story, connects with donors and the community, and supports fundraising through clear, engaging, and consistent communications.

Reporting to the Director of Development & Communications, the **Marketing & Communications Officer** is responsible for executing communications and marketing activities that support fundraising, donor engagement, volunteer engagement, community awareness, and the broader mission of Ronald McDonald House Newfoundland and Labrador.

Responsibilities

- Develop and execute communications and marketing activities that support fundraising campaigns, stewardship, events, and organizational priorities
- Create, edit, and manage content across digital and print platforms, including email, social media, website, newsletters, presentations, and promotional materials
- Lead storytelling efforts that highlight the experiences of families, donors, volunteers, partners, and supporters
- Support the promotion of fundraising events and campaigns through coordinated messaging, creative materials, and timely communications
- Maintain consistency of brand, voice, and messaging across all communications and materials
- Monitor communications performance and engagement to support learning, planning, and continuous improvement

Preferred Qualifications

- Post-secondary education in communications, marketing, public relations, journalism, or a related field
- Experience in communications, digital marketing, content development, or a related role
- Strong writing, editing, storytelling, and proofreading skills
- Experience managing social media platforms, website content, and email communications
- Organized and detail-oriented, with the ability to manage multiple priorities and deadlines
- A collaborative approach and the ability to work effectively with staff, volunteers, donors, and community partners

Compensation: Salary range is \$44,280 to \$54,120, along with a competitive benefits program appropriate for a charitable organization of our size. Interested applicants are invited to submit a cover letter and resume, in confidence, to careers@ronaldmcdonaldhousenl.ca by end of day on June 28, 2026. We thank all applicants for their interest; however, only those selected for an interview will be contacted. Ronald McDonald House Newfoundland and Labrador is committed to inclusive and equitable hiring practices and encourages applications from all qualified candidates.