

JOB DESCRIPTION

JOB TITLE: Marketing and Communications Coordinator

EMPLOYER: Ronald McDonald House Charities of San Diego, Inc.

DEPARTMENT: Fundraising

REPORTS TO: Chief Philanthropy and External Affairs Officer

EFFECTIVE DATE: 1/23/2026

Full -Time: Non-Exempt

Summary

Under the direction of the Chief Philanthropy and External Affairs Officer, the Marketing and Communications Coordinator is responsible for managing the organization's online presence through the RMHCSD website and all outgoing digital communication. This position also oversees the integration and alignment of Peer2Peer events and campaigns across external systems, including Monday.com, Mailchimp, Salesforce, and the RMHCSD website.

The Marketing and Communications Coordinator collaborates closely with internal stakeholders, meeting weekly with philanthropy teams to discuss current needs, and bi-monthly with the Database Team and the MarComm Team to ensure communication strategy, data flow, and system connections remain accurate and effective.

This role is primarily responsible for the content creation, distribution, and data management associated with digital communication campaigns. Core responsibilities include writing email copy, developing targeted Mailchimp campaigns based on segmented audiences, tracking performance analytics, and ensuring Mailchimp metrics sync accurately with Salesforce to support donor and constituent engagement.

Additionally, this position partners with philanthropy teams to identify, build, and maintain automation journeys that enhance outreach and stewardship efforts.

This position will manage all philanthropy projects, calendars, and the editing and review process to ensure alignment across teams and with Marketing and Communications strategies. As part of this process, the Marketing and Communications Coordinator will coordinate the organization's communication and marketing efforts by managing the timing of online and printed materials, overseeing the editing and approval workflow to ensure deadlines are met, and maintaining a unified and consistent message across departments.

This position will also support the organization's data collection efforts through the creation and management of online forms and surveys. Furthermore, the Coordinator will help identify and segment Salesforce and Mailchimp audiences and develop automated communication journeys tailored to those segments.

Essential Job Duties

- **Content Creation:** Write compelling outreach emails, monthly internal and external newsletters, and other digital content that reflects the RMHCSD brand voice.
 - **Mailchimp Campaign Management:** Execute the full lifecycle of email campaigns—including template design, audience segmentation, deployment, and performance tracking—with full synchronization to Salesforce for accurate activity capture and improved segmentation.
 - **Analytics & Reporting:** Track, analyze, and report key email metrics (Open Rates, CTR, conversions) and connect campaign performance to Salesforce lead status updates.
 - **Salesforce Utilization:** Use Salesforce dashboards and reports to identify, refine, and manage audience segments for targeted communication.
 - **Mailchimp Administration:** Maintain the accuracy, health, and integrity of the email database and ensure a reliable connection between Mailchimp and Salesforce.
 - **Email Automations:** Build and implement automated email workflows and journeys triggered by donor behavior, campaign milestones, or data updates.
 - **Cross-Team Collaboration:** Partner with the Philanthropy team to ensure automated messaging aligns with their direct outreach efforts, campaigns, and stewardship strategies.
 - **Website Management:** Maintain and update the RMHCSD website to ensure current, accurate, and brand-aligned messaging that reflects organizational activities and priorities.
 - **System Integration:** Manage messaging, data flow, and content alignment across online systems, including Classy, Salesforce, Mailchimp, Monday.com, and the RMHCSD website.
 - **Communication Coordination:** Oversee communication efforts across departments to ensure timely, consistent, and relevant messaging that supports organizational priorities.
 - **Development Support:** Assist with stewardship materials, grant applications, proposals, and other development-related tasks as needed.
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Knowledge, Skills, and Experience

- 2-5 Years of marketing communications and writing and editing experience
- Knowledge and experience with Salesforce, and proficiency with project management software (e.g., Monday.com).
- Exceptional writing and oral communication skills, with the ability to tailor messaging to diverse audiences.
- Strong command of English language mechanics, including grammar, spelling, punctuation, and vocabulary.
- Proficiency in Adobe Creative Suite (e.g., InDesign, Photoshop) and Microsoft Office Suite (Word, Excel, Outlook).
- Strong research and writing abilities, with experience preparing, analyzing, and submitting accurate reports.

- Social media proficiency preferred, including content creation and platform management.
- Experience with WordPress, including posting content, updating pages, and basic CMS maintenance.
- Proficiency with Mailchimp, including campaign building, list management, segmentation, and analytics.
- Ability to work collaboratively across teams, managing multiple stakeholders and priorities in a fast-paced environment.
- Flexibility to work evenings, weekends, and extensive periods of time.
- Use of personal vehicles may be required; possess a valid driver's license.
- Adjust personal work schedule to meet current work deadlines of the position
- Ability to balance multiple tasks and remain flexible in thinking and decision- making in changing situations

Physical Requirements:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is frequently required to stand; sit; reach with hands and arms; and talk or hear. The employee is occasionally required to walk and use hands to finger, handle, or feel. The employee must frequently lift and/or move up to ten pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.

ADA Requirements:

Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.