



## **Ronald McDonald House Maritimes**

### **Job Description**

Title: Director of Communications

Location: Halifax, Nova Scotia

Reports to: CEO of Ronald McDonald House Maritimes

Classification: Full-time, non-exempt

Salary Range: \$85,000- \$95,000

### **About us:**

Ronald McDonald House Maritimes is a non-profit organization dedicated to improving the health and well-being of children and families. Through a newly constructed Ronald McDonald House in Halifax, NS, and Ronald McDonald House Family Rooms in Moncton, NB and Halifax, NS, we provide a supportive and caring environment for families who must travel to receive medical treatment for their children. Ronald McDonald House Maritimes is part of a supportive global network sharing resources, training, and best practices among chapters.

### **Job Summary**

Reporting to the CEO, the **Director of Communications** will lead the organization's brand, storytelling, communications, and marketing initiatives, while overseeing one direct report and remaining actively involved in day-to-day execution. The Director of Communications will serve as a key strategic leader of all aspects of the communications strategy, strengthening awareness, engagement, and connection with donors, partners, employees, volunteers, families, and the community while fostering a clear, authentic, and mission-driven voice across all channels. The Director of Communications plays a critical role in driving growth and engagement for the fundraising team through supporting and strategizing on areas such as digital fundraising, donor relations, activation, and recognition of donors and partnerships.

### **Key Responsibilities**

#### **Strategic Communications & Branding:**

- Oversee and contribute to the execution of Ronald McDonald House Maritimes brand campaigns throughout the year, focusing on driving mission relevance, awareness, and support.
- Guide the creation of marketing materials and content that effectively communicate the nonprofit's mission and inspire donor contributions and community involvement.



- Lead the effective presentation of impact metrics in donor and community communication, reports, and speaking opportunities.
- Provide strategic input and oversight on multi-channel marketing strategies (digital, social, TV, radio, print) to maximize reach and ROI for awareness and fundraising initiatives.
- Direct design, content, and maintenance of websites and online tools.
- Oversee the annual social media calendar and direct coordination of content development and posts.
- Lead and manage reactive social media issues, including drafting statements, managing media inquiries, and crisis communication.
- Evaluate the effectiveness of marketing programs, campaigns, and communications initiatives to develop new or improved strategies based on research and best practices.

#### **Fundraising Campaigns & Stakeholder Engagement:**

- Collaborate with the Director of Philanthropy to develop multi-channel donor communication strategies, fostering relationships and long-term loyalty.
- Partner with McDonald's Canada and local owner/ operators to promote key fundraising programs, create messaging and materials to support staff training and customer engagement.
- Cultivate and maintain relationships with local and regional media outlets, journalists, and influencers.
- Serve as the primary contact for media inquiries, coordinating responses and interviews as necessary.
- Oversee and drive storytelling opportunities through earned and paid media across various sectors (healthcare, lifestyle, non-profit, etc.).
- Develop and manage annual fundraising event marketing plans, including promotion, media relations, and post-event follow-up.

#### **Collaboration & Cross-Departmental Support:**

- Partner with teams across Senior Leadership, Philanthropy, and Family Services to provide strategic guidance and marketing support for various initiatives.
- Support marketing and communications needs for annual appeal programs.
- Contribute to speaking notes, proposal development, impact maps, and other collateral for donor engagement and public outreach.
- Act as a representative of Ronald McDonald House Maritimes at community events, speaking on behalf of the organization to drive awareness.

#### **Team Leadership & Vendor Management:**

- Manage relationships with partner agencies and contractors, overseeing the RFP process, project briefs, budgets, timelines, and deliverables.
- Negotiate annual media proposals and contracts.
- Lead a small team to ensure consistent messaging, brand alignment, and timely execution of campaigns and projects.



- Manage the marketing budget and track related expenses.

### **Experience and Educational Requirements**

- A post-secondary degree in Marketing, Communications, Public Relations or related field
- Minimum of five (5) years experience of related work experience, developing and executing integrated marketing and communications strategies that produce results
- Experience with marketing and communications in support of fundraising objectives
- Experience leading, motivating, mentoring, and project managing a team
- Experience using social media management and media tracking tools
- Proficiency in media relations and crisis communication
- Strong oral communication and exemplary writing skills, including copywriting, promotional writing, business writing, web, social media and editing to craft compelling messages and capture stories to inspire various audiences
- Experience producing materials by working with designers and print/production vendors
- Tech savvy with strong proficiency with Microsoft Office, Google Analytics and Adobe Suite

### **Job Specific Competencies and Skills**

- Aligned with the mission and values of Ronald McDonald House Maritimes and children's healthcare
- Ability to represent the organization with a polished, positive, and professional demeanor, and attitude
- A commitment to working cooperatively in a team environment with McDonald's owners/ operators, staff, volunteers, families, donors, and the public
- Exemplary cause related writing skills
- Creative thinker, able to quickly develop solutions to challenges
- Detail-oriented with exceptional planning, organizational and time management skills
- Ability to bring new and bold ideas forward to promote the Ronald McDonald House Maritimes brand, and drive giving, with a primary focus on digital and mass channels
- Demonstrated budget planning and financial management experience
- Calm under pressure, able to multi-task in a deadline driven environment
- Demonstrated commitment to long-term relationship building with donors, partners, and volunteers

### **Requirements:**



- Criminal Record Check, vulnerable sector check, and Child Abuse Registry check will be required and coordinated
- Ability to work a flexible schedule, including occasional evenings and weekends

**Hours & Location:**

- Ronald McDonald House, 5950 South St., Halifax, NS.
- Generally, 8:30am – 4:30pm, Monday – Friday, evenings and weekends hours as required
- Minimal travel is required

**Benefits:**

- Health & dental benefits
- Matching RRSP program
- 3 weeks' vacation annually
- Wellness days
- \$500 wellness fund
- Professional development opportunities

**Application Process:**

Submit a resume by July 6, 2026, to [careers@ronaldmcdonaldhousemaritimes.ca](mailto:careers@ronaldmcdonaldhousemaritimes.ca). Supplemental information about connection to the cause, career aspirations, and affiliations may be submitted via cover letter. Please note, only candidates selected for interview will be contacted.

**Commitment to Diversity, Accessibility & Equal Opportunity:**

At Ronald McDonald House Maritimes, we are committed to fostering an inclusive and accessible environment where diversity is celebrated and all individuals feel respected and supported. We encourage applications from people of diverse backgrounds and abilities, including racially visible persons, members of the 2SLGBTQIA+ community, and those requiring accessibility accommodations. We provide equal opportunities for all employees, volunteers, and applicants, and value the unique contributions each person brings to our community.