



**Ronald McDonald House®**  
Central Iowa

**Ronald McDonald House Charities of Central Iowa**

**Position: Marketing and Event Planning**

**Stipend:** Unpaid  
**Dates of Position:** 2 months minimum – 6 months maximum  
**Time Commitment:** 6-10 hrs/week Flexible based on needs of the student  
**Supervisor:** Maggie Siwinski, Volunteer Coordinator

**Job Purpose:**

- Assist with day to day PR, Marketing, and Event Planning needs in the organization.

**Duties:**

- Fully supporting company's PR strategy and executing it in different phases
- Assist on development of graphic and layouts
- Update pages on the website to match current activities of the organization
- Collaborate on different ideas for innovation of website and other social media opportunities
- Draft monthly blog posts for Ronald McDonald House's website
- Strategize social media campaigns
- Assist in House promotional activities
- Seek photos & videos for social media posts
- Assist on organization of social media/marketing calendar
- Work on special projects as needed
- Research and evaluate new technology and digital strategies

**Qualifications/Skills:**

- Pursuing bachelor's degree for graphic design, marketing, public relations, or any relevant major
- Excellent written and verbal communication skills
- Creative, with analytical and problem-solving skills
- Developed organization and attention to details
- Knowledge on social media platforms we use; keeping us with current industry trends and best practices
- Knowledge of Adobe Creative Cloud or Canva is preferred but not required