

JOB DESCRIPTION

JOB TITLE: Corporate Engagement Coordinator

SUPERVISOR: Development Director

CLASSIFICATION: Exempt, Full-Time Position (40 Hours Per Week, on-site with regional travel)

ABOUT US: When a child needs medical care, being able to stay together isn't just meaningful – it's essential to supporting better outcomes for the children and their families. At Ronald McDonald House Central PA, we are dedicated to providing essential services that remove barriers, strengthen families, and promote healing when children need healthcare.

POSITION SUMMARY: As our Corporate Engagement Coordinator, you will be at the forefront of cultivating and managing dynamic partnerships that fuel Ronald McDonald House Central PA's mission. Working closely with our Development and Marketing teams, you will craft and implement innovative strategies to engage businesses in meaningful collaborations, spearhead corporate giving initiatives, and increase awareness and support of our mission.

This new position will have a primary focus on deepening and expanding Ronald McDonald House Central PA's relationships with McDonald's restaurants and Owner/Operator partners. Approximately 50% of the position will be dedicated to managing and growing this partnership across approximately 90 restaurants, including relationship building, fundraising initiatives, program coordination, and increasing participation and awareness throughout the restaurant network.

The remaining focus of the position will center on cultivating relationships with corporate leaders and decision-makers and translating those relationships into meaningful, ongoing partnerships. The position will identify, develop, and execute opportunities for companies to engage through workplace giving and matching programs, employee engagement initiatives, corporate volunteer partnerships, in-kind support, and other company-wide giving opportunities that create sustained support for our mission.

KEY RESPONSIBILITIES:

McDonald's Engagement

- Serve as the primary liaison between Ronald McDonald House Central PA and McDonald's Owner/Operators, business unit leadership, restaurant managers, and crew members
- Build, maintain, and strengthen relationships throughout the McDonald's restaurant network to increase awareness, participation, fundraising, and long-term support of Ronald McDonald House Central PA
- Manage and maintain existing McDonald's fundraising and engagement programs, ensuring participating restaurants have the information, resources, communication, and support needed for successful program execution

- Develop and implement strategies to increase participation and fundraising through initiatives such as Round-Up, direct donations, the McDonald's Global Mobile App, Happy Meal programs, and other in-store campaigns and promotions
- Serve as the primary point of contact for questions, program coordination, and follow-up with McDonald's restaurants and leadership regarding Ronald McDonald House Central PA initiatives
- Maintain accurate and current records of McDonald's store participation, fundraising activity, and income; track and reconcile reported revenue and use data to monitor program performance and identify opportunities for increased engagement
- Establish and maintain recognition systems and incentive tiers to encourage deeper McDonald's participation and fundraising, using key metrics to track progress and provide accurate reports to Ronald McDonald House Central PA leadership and relevant stakeholders
- Collaborate with other Business Unit Regional Engagement Managers to increase visibility and awareness of the Ronald McDonald House-McDonald's partnership across media and in-store platforms
- Lead planning and execution of campaigns related to national Ronald McDonald House initiatives, such as Crew Appreciation, McDonald's Thank You Day, and other local engagement activities
- Represent Ronald McDonald House Central PA at McDonald's General Manager meetings, business unit meetings, and other McDonald's-related events and gatherings
- Support the Ronald McDonald House Regional CEOs with the development of the McDonald's partnerships and Owner/Operator relationships within the Central Business Unit

Corporate Engagement & Fundraising

- Identify, cultivate, and develop corporate partnerships that generate financial support, in-kind resources, employee engagement, and other meaningful contributions to the mission
- Build and maintain strong relationships with corporations through regular communication, personalized House tours, and engaging activities that demonstrate the impact of their support
- Develop compelling, customized proposals and presentations that align with corporate partners' interests and corporate social responsibility goals, inspiring them to join our cause
- Collaborate closely with our Fundraising Coordinator to identify and secure corporate sponsorships for fundraising events
- Work with Events team to ensure all corporate sponsor data is accurate and up to date before and after each event
- Research prospective corporations to identify new opportunities and build a strong funding pipeline
- Collaborate with the Marketing team to develop fundraising materials, including solicitation letters, email communication, and impact reports for prospects and current corporate partners
- Collaborate with the Volunteer & Operations Manager to develop meaningful volunteer opportunities for corporate groups and business partners

ADDITIONAL RESPONSIBILITIES:

- Conduct Tours of Ronald McDonald House and Ronald McDonald House Family Room
- Represent Ronald McDonald House Central PA at fundraising events, speaking engagements, and networking opportunities

- Assist with Ronald McDonald House Central PA fundraising events and other organizational activities as needed
- Travel throughout Central Pennsylvania and surrounding areas as required
- Perform other duties as assigned

WORK ENVIRONMENT:

We seek qualified, enthusiastic candidates with a variety of backgrounds and professional experience to broaden our team. At all levels, everyone gets involved and pitches in to get the work done. Teamwork is what we are made of!

We operate in a professional environment with a servant leadership approach. In conjunction with certain work functions, the employee may be required to lift packages weighing up to 30 pounds, sit or stand for extended periods, and spend significant time using a computer and performing data entry or typing. Fundraising and networking events may take place indoors or outdoors and may involve working in hot, cold, wet, or otherwise changing weather conditions.

This position requires **significant** regional travel, primarily throughout Central Pennsylvania.

QUALIFICATIONS:

- Passion for the mission of Ronald McDonald House and a sincere desire to support the families we serve
- Commitment to working collaboratively as part of a team
- Demonstrate respect for colleagues, donors, volunteers, and guest families
- High level of professionalism, discretion, and confidentiality required
- Former McDonald's or McDonald's-adjacent employment, in good standing, is a plus
- 2-4 years of nonprofit, corporate engagement, volunteer management, or community engagement experience; experience developing cross-sector partnerships is preferred
- Ability to work independently, manage multiple priorities, maintain accuracy, and meet set deadlines
- Experience with donor management software such as Exceed Beyond, Raiser's Edge, or Salesforce is preferred
- Proficiency in data analysis and dashboard creation using Excel, Google Sheets, or CRM platforms
- Strong written and verbal communication skills, particularly in public speaking, relationship building, and professional presentations
- Ability to obtain and maintain required PA State Police, PA ChildLine, and FBI fingerprinting clearances
- Valid driver's license, reliable and insured transportation, and cellular phone are required
- Ability to work a flexible schedule, including occasional evenings and weekends

COMPENSATION & BENEFITS

- Competitive Salary Range \$55,000 - \$60,000, commensurate with experience
- Health, dental, vision, and life insurance
- IRA account with company match
- Paid time off and flexible scheduling

- Opportunities for ongoing professional development
- Mileage reimbursement for local business/event travel

Apply online: <https://ronaldmcdonaldhousecentralpa.org/careers/>