



Creative Communications Coordinator

Reports To: Director of Communications
Schedule: Full-time. Monday–Friday. Occasional evenings and weekends.
Pay Rate: \$46,600-\$57,100
Status: Salaried. Exempt
Benefits: Comprehensive benefits package. Professional development and training.

Introduction

Ronald McDonald House® Louisville is built on the simple idea that nothing else should matter when a family is focused on the health of their child – not where they can afford to stay, get their next meal, do their laundry, or lay their head at night to rest. Ronald McDonald House Louisville is more than a house. It's a home and support system allowing families to stay together and focus on the healing of their sick children at a critical time. All programs and services are free of charge to families.

Mission and Vision

Ronald McDonald House Louisville provides essential services that remove barriers, strengthen families, and promote healing when children need healthcare. We envision a world where every family has what they need to ensure the best health outcomes for their children.

Core Values

- We lead with compassion.
- We are deeply respectful.
- We act with integrity.
- We are firmly committed.

Our Commitment to Inclusion and Belonging

You belong here. We create a community where everyone is welcome, valued, and respected. Inclusiveness is a reflex for us, not an initiative. We know that our differences unite us. We embrace and celebrate the unique perspectives, backgrounds, and ideas that each person brings to our mission so that, together, we can best care for all families we serve.

Responsibilities

The Creative Communications Coordinator leads assigned creative projects from initial discovery through final production. This role combines strategic thinking, creative judgment, and hands-on expertise in graphic design, photography, and video to develop communications that advance the mission and brand of Ronald McDonald House Louisville.

Creative Strategy and Project Ownership

- Lead assigned creative projects from discovery through production, identifying the audience, purpose, key message, and desired action.
- Collaborate across departments and with key stakeholders to understand communications needs and recommend effective creative approaches.
- Develop concepts and production plans that translate communications goals into compelling creative work.
- Independently manage timelines, approvals, and deliverables, communicating needs and concerns proactively.

Graphic Design and Brand Application

- Design print and digital materials for organizational programming, fundraising initiatives, events, and other communications needs.
- Develop concepts, copy, and designs for print, digital, and out-of-home advertising in collaboration with the Communications team.
- Apply brand standards, messaging resources, and creative judgment consistently across audiences, formats, and channels.
- Maintain strong visual hierarchy, accuracy, and attention to detail throughout all creative work.

Photography, Video, and Mission Storytelling

- Plan, capture, and produce photography and video content at programs, events, and family activities.
- Build trusted relationships with families and identify meaningful opportunities for mission storytelling with the Communications team.
- Conduct interviews and develop the questions, story direction, and visual approach for photo and video projects.
- Edit and prepare photography and video for use across communications channels, providing organized notes and source material to support written content.

Creative Resources and Vendor Coordination

- Serve as the primary contact for vendors supporting printing, signage, and other creative production needs.
- Review estimates and proofs, confirm specifications, and ensure final products meet project and brand requirements.
- Organize and maintain photography, video, design files, and other creative assets so they are accessible and reusable.

To best support the mission of Ronald McDonald House Louisville, all employees are expected to contribute to daily operations and organizational needs that may extend beyond their primary responsibilities.

Skills and Qualifications

- Bachelor's degree in communications, marketing, graphic design, visual arts, or a related field, or 3 years relevant working experience.
- Demonstrated experience in graphic design, photography, and video production, supported by a strong portfolio.
- Proficiency in Microsoft Office and Adobe Creative Suite, including InDesign, Illustrator, Photoshop and Premiere Pro, or comparable professional tools.
- Strong understanding of creative strategy, visual storytelling, brand application, and advertising preferred.
- Ability to independently and proactively assess communications needs, develop recommendations, and carry projects from concept through completion.
- Strong creative judgment, problem-solving skills, and attention to both detail and the broader purpose of the work.

- Excellent project management and organizational skills, with the ability to manage multiple priorities and meet deadlines.
- Strong communication and relationship-building skills, including the ability to ask thoughtful questions, navigate feedback, and collaborate with a variety of stakeholders.
- Sensitivity and sound judgment when working with families and sharing personal stories.
- Willingness to work occasional evenings and weekends and travel locally for photography, video, and organizational events.

Application Process

Please submit your cover letter, portfolio, and resume to april@ronaldmcdonaldhouselouisville.org with the subject line “Creative Communications Coordinator.” Submissions without these items will not be considered.

After reviewing applications, selected candidates will be contacted to move forward in the process. We look forward to seeing your experience and skills and how you could contribute to supporting families staying at Ronald McDonald House Louisville!