

Job Description –Director of Family Services

Department: Operations
Job Title: Director of Family Services
Reporting to: Director of Operations & Special Projects
FLSA Status: Exempt
Date Prepared: June 2026



Job Summary:

The Director of Family Services is a senior leader responsible for the strategic leadership and operational oversight of all family-facing functions at Ronald McDonald House Jacksonville. This role carries full accountability for the direction and daily execution of guest services, family-centered programming and healthcare partnerships. The Director directly manages the Guest Relations team, leading a high-performing department in a dynamic 24/7 environment to ensure families receive compassionate, consistent and high-quality support throughout their stay.

This position requires a highly adaptable, solutions-oriented leader who balances direct family engagement, staff leadership and day-to-day management of department operations. The Director develops and upholds the policies and systems that ensure consistent service delivery and operational excellence. Working cross-functionally, this role partners with internal leadership, volunteers and healthcare providers to strengthen programs, improve coordination and position Ronald McDonald House Jacksonville as a trusted partner to the medical community.

Essential Duties and Responsibilities:

People Leadership & Team Management

- Directly leads, mentors and manages the Guest Relations department, including recruitment, onboarding, training, performance management and professional development while fostering accountability and a culture of excellence
- Ensures appropriate staffing coverage across all hours of operation, including scheduling, participation in on-call rotations and approval of timesheets and paid time off
- Serves as a member of the Operations leadership team, contributing to strategic planning and organizational decision-making
- Facilitates regular team meetings to drive communication, accountability, alignment and continuous improvement across the Guest Relations team
- Represents the organization as a key ambassador with families, volunteers, healthcare partners and community stakeholders
- Supports organizational events, including occasional evenings, weekends and off-site engagement
- Attends required meetings and training and performs other duties as assigned

Policy Development & Operational Standards

- Leads the development, implementation and enforcement of policies, procedures and operational standards governing guest services, family programs and House operations, including supporting materials and guidelines necessary for consistent execution
- Assesses evolving family needs and presents policy and procedural enhancements to senior leadership to ensure service delivery remains responsive and effective
- Ensures consistent adherence to House policies and procedures by families, staff and volunteers; maintains updated materials and structured activity calendars
- Manages and maintains family communication systems and processes, ensuring timely, consistent and professional communication throughout a family's stay
- Aligns guest experience policies and initiatives with organizational goals in partnership with senior leadership

Program Oversight, Evaluation & Reporting

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- Develops, implements and evaluates programs that support family needs, including recreational activities, support groups and educational workshops
- Leads the development and enforcement of standard operating procedures for program delivery and data documentation, ensuring accurate, consistent and timely collection of program activity, family interactions and outcomes across the Guest Relations team
- Analyzes program performance data and family feedback to assess program effectiveness, identify opportunities for enhancement and present evidence-informed recommendations to leadership
- Oversees all program-related data, reporting and outcomes measurement to support evaluation, compliance and continuous improvement; ensures timely preparation of reports for leadership and stakeholders
- Maintains knowledge of community resources and strengthens partnerships that expand family supports

Family Experience & House Operations

- Maintains overall accountability for the daily operation and quality of the family experience and programs
- Leads response to complex family dynamics, occupancy challenges and family concerns with professionalism, empathy and sound judgment
- Ensures the highest standards of hospitality, compassion and support for families residing at the House
- Provides leadership during safety, security, medical or weather-related emergencies, ensuring clear direction for families, staff and volunteers
- Identifies and communicates maintenance, repair and safety concerns to the Facilities team in a timely manner
- Partners with the Volunteer Manager to support volunteer engagement strategies, address volunteer-related challenges and implement program improvements

Hospital Programs & Medical Partnerships

- Serves as the primary organizational liaison to hospital partners at the provider level, driving and managing healthcare partnerships to ensure effective communication, referral coordination and service delivery
- Develops and implements strategies to expand referral pathways, deepen healthcare collaboration and grow family support opportunities across partner systems
- Oversees hospital programs to ensure operational effectiveness, appropriate resources and quality
- Proactively assesses partner needs and leads initiatives that strengthen collaboration and expand organizational impact

The cited duties and responsibilities describe the general nature and level of work performed by people assigned to the job. They are not intended to be an exhaustive list of all the duties and responsibilities that an incumbent may be expected or asked to perform.

Education and Experience Requirements:

- Bachelor's degree in human services, nonprofit or hospitality management, social work or a related field
- Minimum of five years of progressive leadership experience in guest services, family services or program management, preferably in nonprofit or healthcare settings
- Minimum of three years of direct people management experience including hiring, coaching, performance management and staff development
- Preferred knowledge of trauma-informed care and/or family-centered care principles, with the ability to apply both in program design, staff guidance and direct family interactions
- Experience working with children, teens and families in a supportive or community-based environment
- Demonstrated success developing and managing relationships with healthcare providers and external partners
- Proficiency in Microsoft Office and data tracking or reporting systems
- Must maintain a safe driving record and remain eligible for vehicle insurance coverage
- Must pass background check and drug screening
- Commitment to the mission and core values of Ronald McDonald House Jacksonville

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Knowledge/Skills/Abilities:

- **Leadership & Decision-Making:** Leads teams, manages change, prioritizes effectively and makes sound decisions in complex, fast-moving situations
- **Policy & Process Management:** Develops, implements and enforces operational standards and SOPs while maintaining a family-centered approach
- **Healthcare Partnership Development:** Drives and advances relationships with healthcare systems to expand referrals, services and organizational reach
- **Family Engagement:** Maintains professionalism, empathy and composure in high-stress situations; models exceptional hospitality for the team
- **Results Orientation:** Sets and pursues measurable goals, holds the team accountable to outcomes and uses data to drive continuous improvement
- **Communication:** Communicates effectively in verbal, written and presentation formats across internal and external audiences
- **Organization & Time Management:** Manages multiple high-priority functions independently with strong attention to detail and consistent follow-through
- **Collaboration:** Builds effective cross-functional partnerships internally and maintains strong external relationships to achieve shared outcomes
- **Flexibility:** Ronald McDonald House Jacksonville operates 24 hours a day, 365 days a year. This role participates in on-call coverage, responds to urgent operational needs and provides leadership during emergencies or staffing shortages. Evening, weekend and extended-hour availability is required

Skill Requirements: (X = Required for job)

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|---|---|---|--|
| X | Typing/computer keyboard | X | Verbal communication |
| X | Utilize computer software (specified above) | X | Written communication |
| X | Retrieve and compile information | X | Public speaking/group presentations |
| X | Maintain records/logs | x | Research, analyze and interpret information |
| X | Verify data and information | X | Investigate, evaluate, recommend action |
| X | Organize and prioritize information/tasks | X | Leadership and supervisory, managing people |
| X | Operate kitchen and office equipment | X | Basic mathematical concepts (e.g. add, subtract) |
| x | Advanced mathematical concepts (fractions, decimals, ratios, percentages, graphs) | | Abstract mathematical concepts (interpolation, inference, frequency, reliability, formulas, equations, statistics) |

Physical Requirements: (X = Required for job)

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|---|--|---|--|
| X | Sitting for extended periods | X | Lifting/carrying up to 20 pounds various items |
| X | Standing for extended periods | | Lifting/carrying more than 20 pounds various items |
| X | Extended periods viewing computer screen | X | Repetitive Motions |
| X | Walking | X | Pushing/Pulling |
| X | Reading | X | Bending/Stooping |
| X | Speaking | X | Reaching/Grasping |
| X | Hearing | X | Writing |

Hazards: (X = Required for job)

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|---|---------------------------------------|---|--------------------------------------|
| X | Normal office environment | X | Electrical current |
| X | Toxic or caustic chemicals (cleaning) | X | Housekeeping and/or cleaning agents |
| X | Flammable, explosive gases | X | Proximity to moving mechanical parts |

Employee Acknowledgement: I have reviewed and understand the requirements stated in this Job Description.

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| Employee's Signature | Date |