



Dickinson Area Economic Development Alliance Job Description

MARKETING & COMMUNICATIONS COORDINATOR

Part-time, hourly (20-25 hours per week)

Flexible schedule

Reports to Executive Director

POSITION SUMMARY

This position is responsible for assisting with promoting the mission and activities of the Alliance via all types of marketing and communications, including social media. This position supports the actions of the Alliance Marketing and Branding Task Force and other task force and committee groups.

POSITION RESPONSIBILITIES

- Attend task force and committee meetings to assist with marketing activities
- Manage the Alliance social media accounts (Facebook, Instagram, Twitter, LinkedIn) including creation of a monthly social media calendar and content
- Assist in event and meeting planning activities
- Push content to other media sources
- Develop newsletter and annual report content; along with other publications as needed
- Create documents and presentations
- Provide assistance to the Executive Director
- Perform general office duties

DESIRED KNOWLEDGE, SKILLS AND ABILITIES

- Experienced social media user – preferably managing social media for a business or organization
- An understanding of the region in terms of the geographic, economic, cultural and political environment
- Proficiency using technology (MS Office, Google Drive software, social media tools, databases)
- Ability to communicate professionally and effectively both verbally and in writing
- Ability to plan, set and meet deadlines
- Attention to and respect for confidentiality
- Strong organizational and planning skills
- Professional demeanor and appearance

EDUCATION AND EXPERIENCE REQUIREMENTS

- Any combination of training and experience equivalent to a Bachelor's degree in marketing, communications, business administration or a related field
- At least one year of work experience in an office setting
- Valid Michigan Driver's license

SPECIFIC PAY INFORMATION

- This is a part-time position of approximately 20-25 hours per week
- Hourly wage is dependent upon education and experience
- This position is eligible for the Simple IRA plan and Paid Time Off (PTO)

POSITION DESCRIPTION DISCLAIMER

This job description has been created in order to help potential applicants understand the essential nature of the position – its scope, and scale, as well as how it contributes to the overall success of the Alliance. It is not intended to be an exhaustive list of qualifications, skills, duties, responsibilities or working conditions associated with the position. For more information regarding this position, please contact info@daeda.org.

HOW TO APPLY:

Please send a resume and cover letter:

By email to: info@daeda.org (Preferred)

By mail to:

DAEDA Hiring Committee
PO Box 594
Iron Mountain, MI 49801

No phone calls please.

