



Communications Engagement Coordinator  
Traverse Connect

Traverse Connect is a regional economic development organization charged with creating and implementing a clear and comprehensive economic development strategy for the Grand Traverse region. Its mission is to advance the economic vitality of the Grand Traverse Region through the growth of family-sustaining careers. Traverse Connect drives economic development efforts, oversees business development initiatives, and works with partner organizations across the region on significant community initiatives.

Traverse Connect is currently seeking a Communications Engagement Coordinator. This position supports the organization's marketing, communications, and advocacy efforts through content creation and multichannel communication to Traverse Connect's investors and the community.

For a full job description and list of primary responsibilities and desirable traits and characteristics, please review the attached job posting.

Currently, Traverse Connect offers its team the ability to work virtually. As state restrictions are lifted, all staff will be allowed a combination of in-office and virtual work, with some in-person work required. Traverse Connect offers competitive wages and benefits that include a 401K plan, health and dental insurance and paid time off for personal use in addition to major holidays.

Applicants should send the following documents by email to [jobsearch@traverseconnect.com](mailto:jobsearch@traverseconnect.com):

- Cover letter
- Resume
- Two examples of email communication
- One or more examples of the following: social media posts, blog articles, or other web content
- One example, if available, of technical writing ability (project plan, analysis, briefing, white paper, or executive summary)

**Deadline for applicants is 5:00 p.m., April 16, 2021. All correspondence will be considered confidential.**

## POSITION DESCRIPTION

**TITLE OF POSITION**      Communications Engagement Coordinator

**FLSA STATUS**              Full-time, Exempt Salary

### **BASIC FUNCTION**

Traverse Connect's Communications Engagement Coordinator shall support the organization's marketing, communications, and advocacy efforts. This position provides specific subject matter expertise support to the Director of Marketing & Communications and the Director of Government Relations.

The Communications Engagement Coordinator is responsible for original content creation for use in external communications. This position is charged with the day-to-day communications to investors, partners, and the larger Grand Traverse and northern Michigan region. The Communications Engagement Coordinator will communicate progress and updates on Traverse Connect strategic priorities, including its advocacy work. The position ensures that timely, relevant stories relating directly to Traverse Connect's mission are consistently produced and are available for our multichannel communication approach.

### **MAJOR RESPONSIBILITIES**

Include but not limited to the following:

- Website maintenance for Creative Coast and Traverse Connect
- Content creation for Creative Coast and Traverse Connect websites
- Social media content, scheduling, and maintenance for Traverse Connect, Creative Coast, and the Northern Michigan Chamber Alliance
- Content creation for weekly email marketing and special alerts
- Website and email content and email updates for Traverse Connect and Northern Michigan Chamber Alliance legislative action
- Research on talent attraction; economic development; legislation; policy; and diversity, equity, and inclusion
- Write legislative analyses for Traverse Connect investors and Northern Michigan Chamber Alliance members
- As requested, support the monitoring of policy priorities
- As requested, interact with legislative offices and stakeholders on advocacy initiatives and events

### **QUALIFICATIONS**

The professional who serves as the Communications Engagement Coordinator must satisfy the criteria listed below. These skills are general in nature and therefore not inclusive of all attributes.

Ideally, the Communications Engagement Coordinator should:

- Have a Baccalaureate Degree from a recognized college or university or relevant experience in lieu of such a degree
- Demonstrate excellent verbal and written communication skills
- Possess the ability to research various topics and discern the quality of sources and provide accurate interpretations of information
- Demonstrate fluency in using social media networks
- Possess competency in Microsoft Office, web platforms and back-end editing such as WordPress

- Possess competency in web-based marketing platforms, such as Constant Contact, MailChimp, or those that use WYSIWYG editors

### **Personal Characteristics**

- Detail-oriented
- Highly self-motivated and directed with keen attention to detail
- Self-manage and problem solve independently
- Confident decision maker
- Positive and team-oriented individual
- Ability to work on multiple projects, meet deadlines, organize, and prioritize assignments

### **Physical Demands and Working Conditions**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is regularly required to talk and hear. This position is very active and is frequently required to stand, walk, use hands to finger, handle or feel, and reach with hands and arms. The employee must occasionally lift and move items up to 20 pounds.

### **Other Duties**

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

### **BENEFITS**

- Competitive salary
- 401K Retirement
- Group health and dental insurance
- Aflac supplemental insurance
- Life and AD&D insurance
- STD supplemental insurance
- PTO
- Employee Assistance Program

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