



Investor 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 an Investor Engagement Coordinator. This position supports the Director of Investor Engagement and serves as the primary contact for Traverse Connect members.

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 a hybrid work schedule requiring no less than two and a half days in the office each week. 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

**Deadline for applicants is 8:00 a.m., March 21, 2022. All correspondence will be considered confidential.**

## **POSITION DESCRIPTION**

**TITLE:** Investor Engagement Coordinator  
**REPORTS TO:** Chief of Staff  
**FLSA STATUS:** Full-time, Non-exempt Salary

### **JOB DESCRIPTION**

The Investor Engagement Coordinator is someone who believes in the fundamental value businesses provide to our community. This position articulates the benefit of our organization with local businesses to cultivate and maintain membership. They communicate how Traverse Connect brings members together with the resources they need to grow their businesses, how we represent their best interests at all levels of government, and how we facilitate the sharing of ideas and strategies between businesses.

### **KEY RESPONSIBILITIES**

Include but not limited to the following:

- Primary contact for Traverse Connect members
- Provide first class customer service to all members via phone and written communication
- Make connections and help foster interactions between members
- Promote member engagement by communicating opportunities to attend events, participate in programs and volunteer opportunities
- Attend and assist events team at Traverse Connect events
- Connect member businesses with necessary resources
- Actively recruit prospective members
- Support person for Director of Investor Engagement
- Work with team members in developing recruitment strategies and campaigns
- Primary team member responsible for maintaining and reporting on Customer Relations Management (CRM) software
- Assist team members as requested

### **QUALIFICATIONS**

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

- Demonstrated ability in similar related work environment
- Experience in sales and customer service
- Demonstrates strong relationship building skills
- Proactive, independent, and motivated
- Outstanding written and verbal communication skills with an attention to detail
- Experience with technology and willingness to learn new applications as necessary
- Positive and team-oriented individual
- Ability to work on multiple projects, meet deadlines, organize, and prioritize assignments
- Authentic desire to help businesses succeed and grow

### **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 with HSA option
- Aflac supplemental insurance
- Life and AD&D insurance
- Short term disability insurance
- Generous PTO and paid holidays
- Employee Assistance Program
- Downtown employee discount card
- All other benefits as described in Traverse Connect Employee Manual

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