



\$45,000.00-\$51,000.00

## Marketing Coordinator/Marketing Manager

<b>DEPARTMENT</b>	Marketing
<b>JOB TYPE</b>	Full-time
<b>REPORTS TO</b>	COO
<b>LOCATION</b>	Grand Rapids, MI

*Benefits include paid holidays, vacation, and sick days as well as 401K after one year of employment.*

### TO APPLY

Please go to [Junior Achievement of the Michigan Great Lakes on Indeed](#) to apply online today!

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### JOB DESCRIPTION

Junior Achievement of the Michigan Great Lakes is looking to hire an individual whose primary responsibility is to raise awareness and to support and enhance JA's fundraising and volunteer recruitment efforts. This position works out of the Junior Achievement of the Michigan Great Lakes Grand Rapids office but supports all other field offices within the organization. The JA Worldwide network was again nominated for a Nobel Peace Prize, Junior Achievement recently established the Huizenga Family JA Free Enterprise Center which contains three new and exciting learning labs. The candidate must demonstrate a high level of integrity, be a team player as well as a self-starter with a sense of urgency. This individual will possess the energy, enthusiasm, professionalism, and drive to achieve goals.

### PRIMARY RESPONSIBILITIES

- Creating effective (low cost) marketing strategies to improve JAMGL visibility in the community. Focus will be on social media and web management (Facebook, LinkedIn, YouTube, and multiple websites), creation of Constant Contact newsletters, a digital annual report, and video and print projects.
- Implement and improve current donor stewardship communications and strategies including corporate, individual, foundation and JA Champion donors.
- Support all event stewardship by working with development staff to create strategies for all pre-event and post-event donor communications and then manage development and dissemination of donor stewardship communications.
- Identify internal marketing and public awareness campaign opportunities with Junior Achievement's major partners.
- Manage public relations communications including but not limited to timely and well written press releases to raise awareness about Junior Achievement and position Junior Achievement as an expert in financial literacy, work readiness and entrepreneurship.
- Promote and manage the Junior Achievement of the Michigan Great Lakes brand including but not

limited to the JA of the Michigan Great Lakes website, printed materials, presentations etc.

- Sit on the Marketing Committee and be the main staff committee liaison.
- Provide support for communications related to the JA Free Enterprise Center.
- Support all marketing and communication needs for entire JAMGL operations. Assist as needed on special projects.

### **ADDITIONAL EXPERIENCE REQUIRED**

Must be able to carry 30 lbs. Bachelors' degree or equivalent. Marketing and graphics experience is required. Successful candidates will possess excellent writing and editing skills, will be detail-oriented, with the ability to prioritize projects, resources and time efficiently. Must have good research skills and functional PR knowledge. Needs Microsoft, Adobe Suite, Canva skills and the ability to manage multiple projects in a fast-paced, cross-functional environment.

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This position description in no way states or implies that these are the only duties to be performed by the employee occupying this position. Employees will be required to follow any other job-related duties required by their supervisor. This document does not create an employment contract implied or otherwise, other than an "at-will" relationship.