



Job Posting

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| TITLE: Marketing & Volunteer Administrator | FLSA STATUS: Full Time, Non-Exempt |
| DEPARTMENT: Frauenthal Center | REPORTS TO: Executive Director |
| WORK HOURS: 8:00am-5:00pm | SUPERVISES: n/a |
| EFFECTIVE DATE: 1/26/2024 | |

About Us: Our Vision Statement

The Community Foundation *for* Muskegon County will be a leader in community philanthropy to “*Build a vibrant community with great opportunities for all.*”

Job Summary: The Marketing & Volunteer Administrator is responsible for and/or oversees public relations, marketing, and promotions for the Frauenthal Center. The candidate must exhibit regular, open, and honest communication focused on the smooth and efficient operation of promotional, marketing, and social media campaigns. Additionally, the Marketing & Volunteer Administrator has a variety of duties related to front-of-house operations, including management of volunteers and arrangement of hospitality for Presenting Series shows.

This position is full time, with a competitive benefits package including remote work on Mondays; half-day Fridays during the summer; health, vision, and dental insurance; competitive paid time off; and a culture of leaning and growth with opportunities for professional development. The wage range is \$16 - \$19 per hour based on experience.

Diversity and inclusion are important values of the Frauenthal Center, and we are committed to striving for a diverse workforce, made up of staff that represents the community we serve.

Essential Functions:

1. Collaborate regularly with the Executive Director to ensure a clear and accurate interpretation of the organization’s vision and direction.
2. Shape public perception of the Frauenthal Center through execution of brand identity through print communications, publications, electronic media, media relations, public events and physical spaces.
3. Create digital signage used throughout building and coordinate digital marquee and window lobby board signage placements.
4. Utilize Facebook, Instagram and other social media platforms to activate the online community and develop new audiences, scheduling posts and attending to messages and comments.
5. Add all venue events to website, Facebook, and CVB calendars.

6. Create and send e-newsletters.
7. Maintain and make regular updates to the Frauenthal Center website.
8. Develop and execute marketing campaigns for each Presenting Series offering.
9. Work with rental clients to fulfill complementary marketing package items and carry out additional add-on marketing purchases as requested.
10. Coordinate hard marquee rentals, including client contracting and staff scheduling.
11. Collaborate with Executive Director on sponsorship and partnership offerings.
12. Coordinate with graphic designers as necessary for larger projects such as season brochure.
13. Arrange hospitality needs for FC Presenting shows.
14. Serve as main point of contact for volunteers, updating mailing list and Sign Up Genius lists as needed.
15. Create monthly sign-ups for volunteers and distribute postcards.
16. Respond to volunteer inquiries on website as they are submitted and coordinate volunteer training sessions.
17. Place orders for volunteer and staff name badges.
18. Record volunteer hours for every event. Input hours into internal spreadsheet as well as Momentus. Fill out vouchers as needed.
19. Record RSVP volunteer hours each month and serve as FC representative for United Way/RSVP.
20. Help plan and host 3 volunteer appreciation events per year.
21. Maintain and schedule tour requests.
22. Give tours to prospective rental clients in absence of Associate Director.
23. Help with Presenting Season scouting and programming.
24. Input concessions and bar totals into Momentus for each event.

Knowledge, Skills, and Abilities

- **Our ideal candidate will possess:**
 - Excellent communications skills, both verbal and written, necessary to deal effectively and persuasively with a variety of internal and external contacts. Must be able to effectively represent the Community Foundation to many different audiences.
 - Proficiency in proofreading and editing as well as ability to meet tight deadlines and prioritize multiple projects.
 - High-level interpersonal skills necessary to work with others, interact effectively and courteously, and professionally with diverse groups and be socially perceptive in contacts with all individuals.
 - Knowledge and skill in utilizing Microsoft Office and Adobe Creative Suite software.
 - Knowledge and skill in executing website management on a WordPress platform.

To apply:

Submit cover letter, resume, sample of a social media post, a sample showing your writing, and a flyer or brochure that you have created to Receptionist at receptionist@muskegonfoundation.org or mail to 425 W. Western Avenue, Suite 200, Muskegon, Michigan 49440 **by February 12, 2024.**



Work Environment and Physical Requirements:

The work environment and physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required, sometimes for extended periods, to stand or sit. This role routinely uses standard office equipment such as computers, phones, multi-function machines, and filing cabinets. The employee is occasionally required to climb stairs; use hands to type, finger, handle, or feel; reach with hands and arms; balance stoop, kneel, or crouch; and get in and out of vehicles. The employee must occasionally lift and/or move small or large objects up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, depth perception, and the ability to adjust focus.

EEO Statement:

The Community Foundation for Muskegon County prohibits discrimination and harassment of any type on the basis of race, color, religion, age, sex, national origin, disability status, genetics, military status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws.

The Community Foundation for Muskegon County is committed to the full inclusion of all qualified individuals. As part of this commitment, the Community Foundation for Muskegon County will ensure that persons with disabilities are provided reasonable accommodations. If reasonable accommodation is needed to participate in the job application or interview process, to perform essential job functions, and/or to receive other benefits and privileges of employment, please contact the CFO or their designee.

Disclaimer:

The above statements are intended to describe the general nature and level of work being performed by the employee assigned to this position. This job description is not intended to be all-inclusive. Employee may perform other related duties as needed to meet the ongoing needs of the organization.