

**Job Title:** Marketing & Communications Coordinator

**Job Type:** Full-Time, Hourly (Non-Exempt)

**Reports to:** EVP & Chief Operating Officer

### **Position Overview**

The Marketing & Communications Coordinator supports the execution of marketing and communications efforts that advance the mission and visibility of the Grand Haven Area Community Foundation and its affiliates.

This role works closely with the Executive Vice President & Chief Operating Officer, who leads overall marketing and communications strategy, organizational positioning, and key relationships, to ensure alignment with the Foundation's broader goals.

The coordinator is responsible for developing content, coordinating day-to-day communications activities, and ensuring timely and high-quality execution across platforms. They play a key role in telling the Foundation's story through writing, digital content, and project coordination.

The ideal candidate is a strong writer, highly organized in project management, and proactive team member who can juggle multiple priorities, gather information effectively, and move projects forward with attention to detail.

This role plays an important part in how the Foundation communicates its impact, builds relationships, and connects the community to opportunities for philanthropy. We value collaboration, initiative, and a shared commitment to serving our community with excellence.

### **Success in This Role Looks Like**

- High-quality, consistent communications delivered on time across all platforms
- Strong internal coordination that keeps projects moving and stakeholders aligned
- Clear, compelling storytelling that reflects the Foundation's voice and impact
- Accurate and timely website, email, and social media updates
- Organized tracking of projects and performance metrics to inform improvements
- Strong attention to detail

## **Key Responsibilities**

### **Content Development & Communications**

Lead the creation of compelling communications that highlight the Foundation's work and the impact of philanthropy in the community. This role gathers stories, quotes, photos, and information from staff, partners, and community members and translates them into clear, engaging communications while ensuring all content reflects the Foundation's brand voice and aligns with strategic messaging. Responsibilities include developing and coordinating content for:

- Annual Report
- Foundation newsletters and email communications
- Website content and updates
- Social media platforms
- Press releases and media materials
- Donor and community impact stories
- Event communications and promotional materials

### **Project Management & Execution**

Serve as the primary coordinator for marketing and communications projects, ensuring strong execution from start to finish.

- Coordinating timelines, deliverables, and workflows for communications projects
- Coordinating with internal teams, leadership, and external vendors
- Tracking progress and ensuring deadlines are met
- Supporting cross-department communication needs with clear planning and follow-through
- Assisting in the production of key organizational pieces (e.g., Annual Report, campaigns, events)

### **Digital Communications & Website Management**

Support and maintain the Foundation's digital presence through consistent updates and execution.

- Performing regular website updates and content management
- Supporting the EVP/COO in the implementation of a website redesign and ongoing optimization
- Coordinating email marketing deployment (build, schedule, send)
- Posting and maintaining social media content
- Ensuring consistency in brand, voice, and messaging across digital platforms

### **Marketing Analytics & Data Tracking**

Support data-informed decision making through tracking and reporting.

- Tracking performance metrics (email engagement, website traffic, social media)
- Maintaining dashboards or reports for marketing performance
- Identifying trends and providing insights to improve communications effectiveness

### **Media & Community Coordination**

Support external communications and visibility efforts.

- Drafting press releases and media materials
- Coordinating interviews, photography, and media opportunities
- Maintaining media lists and tracking outreach efforts

### **Team Support & Collaboration**

- Serve as a collaborative partner across departments
  - Support leadership with communications needs and execution
  - Help maintain a consistent, one-voice approach across the organization
  - Perform other related duties as needed to support organizational priorities
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## **Qualifications**

### **Desired Skills & Attributes (Behavior + Mindset)**

The successful candidate will demonstrate:

- Strong attention to detail and commitment to high-quality work
- Ability to coordinate multiple priorities and deadlines in a fast-paced environment
- Proactive, solutions-oriented mindset with a willingness to take initiative
- Strong interpersonal skills and ability to build relationships across teams
- Curiosity and confidence in gathering information through conversations and interviews
- Responsiveness to feedback with the ability to adjust and improve quickly
- Collaborative approach with a team-first mentality
- Strong accountability and follow-through, with clear and effective communication across teams
- Comfort working in a mission-driven environment with a focus on community impact

### **Knowledge & Abilities (Execution + Capability)**

- Strong writing, editing, and proofreading skills with the ability to produce clear, compelling content across formats
- Ability to conduct interviews and translate information into engaging stories and communications
- Strong project management and organizational skills, including coordinating timelines, deliverables, and multiple projects simultaneously
- Experience coordinating projects across teams and ensuring follow-through on details
- Proficiency with digital tools including website content management systems, email marketing platforms, and social media scheduling tools
- Ability to execute day-to-day website updates and support larger website improvements or redesign efforts
- Comfort tracking and reporting on marketing performance metrics (email, website, social)
- Ability to execute within established strategy, brand standards, and messaging guidelines
- Self-directed work style with the ability to move projects forward independently
- Proficiency with tools such as Microsoft 365, Canva, Constant Contact (or similar), website CMS platforms, and basic video/content creation tools

### **Education & Experience**

Required

- 1–3 years of professional experience in marketing or communications.

Preferred:

- Bachelor's degree in marketing, communications, journalism, public relations, or a related field.
- Experience in nonprofit or mission-driven organizations.
- Experience coordinating communications projects and campaigns.

## **Additional Information**

### **Work Hours**

Monday through Friday, primarily in-office  
8:30 a.m. to 5:00 p.m. with a one-hour lunch (37.5 hours/week)

Occasional evening or weekend hours may be required to support events and organizational needs.

### **Salary Range**

Starting at \$27/hour, commensurate with experience (37.5 hours/week)  
The Foundation has a comprehensive benefits package and a 403b Retirement plan.

### **Physical Requirements**

Occasional lifting may be required, up to 30 pounds

### **About the Grand Haven Area Community Foundation**

The Grand Haven Area Community Foundation (GHACF) is a public, charitable organization serving the Northwest Ottawa County community since 1971. GHACF is regularly recognized as a top 100 community foundation in the nation and is the 7th largest community foundation in the State of Michigan. We encourage philanthropy by individuals, families, corporations, and organizations, and serve as a steward of their charitable funds and legacies. In addition to awarding grants, we provide technical support to nonprofits, convene community leaders around issues of importance, and advocate for the nonprofit sector. Learn more at [ghacf.org](http://ghacf.org).

### **Mission**

We enhance the quality of life for all by working together to collectively address challenges and opportunities throughout West Michigan.

### **Values**

Stewardship | Exceptional & Empowering Service | Integrity | Entrepreneurial Spirit | Inclusion

### **Equal Opportunity Employer**

The Grand Haven Area Community Foundation is an equal opportunity employer and is committed to creating an inclusive environment for all employees.