



## **JOB DESCRIPTION**

### **Social Ambassador**

**POSITION TYPE:** Part-Time

**WORK LOCATION:** Position is onsite and headquartered at CMURC Midland. Multiple Great Lakes Bay Region locations.

**POSITION SUMMARY:** The Social Ambassador is a hands-on, adaptable team member responsible for a blend of operational support and content-related tasks across CMURC's cowork and program spaces. This role will support day-to-day facility operations and also contribute to internal and external marketing efforts. The ideal candidate is resourceful, organized, tech-savvy, and comfortable juggling multiple responsibilities in a fast-paced environment. A high level of professionalism, creativity, and customer service orientation is essential.

**JOB REQUIREMENTS:** 2 years qualifying experience or education, AND a positive, high energy, hardworking attitude.

#### **SPECIFIC DUTIES:**

Progress the vision of CMURC space and program memberships. Responsibilities include, but are not limited to:

##### **Facility Operations + Member Support:**

- Support sales and recruitment efforts by providing intakes, sharing membership and program information, and following up with prospective clients to encourage conversions and retention.
- Responsible for troubleshooting and problem-solving facility challenges on a daily basis including serving as on-site support for facility operations, including opening/closing tasks, mail handling, coffee station upkeep, and meeting space readiness.
- Provide professional and informative tours of the space to prospective members, partners, or stakeholders.
- Promptly respond to facility-related issues including technology, printers/copiers, and shared services.
- Help schedule and coordinate maintenance or vendor work orders as needed.
- Handle flex space opportunities, prepare orientation communications, invoices, and facility access.
- Assist with onboarding new members (portal setup, access, orientation).
- Support internal processes such as organizing mail, making deposits, and light administrative duties.

##### **Content + Marketing Support:**



- Assist with social media scheduling and content creation.
- Capture or organize content for community storytelling and program promotion.
- Support internal signage, event flyers, and other branded materials using templates or basic design tools.
- Help ensure all public-facing materials and spaces reflect a clean, consistent brand image.
- Additional duties as assigned.

#### **POSITION REQUIREMENTS and DEMONSTRATED SKILLS/KNOWLEDGE:**

- Good business acumen
- Strong communication skills, both verbal and written
- Strong organizational skills
- Ability to work in and build a team
- Able to work independently but within strategic framework
- Can handle many projects/assignments at the same time

#### **OTHER REQUIREMENTS:**

- Must be efficient at utilizing computer-based tools to accomplish tasks.
- Light travel and few nights or weekend shifts.

#### **TECHNOLOGY:**

- Calendar and Email: Microsoft Outlook
- Customer Relationship Management System: Salesforce
- Microsoft Office Suite: Excel, PowerPoint, Word
- Marketing: Facebook, LinkedIn, Instagram, Adobe, Canva

#### **CENTRAL MICHIGAN UNIVERSITY RESEARCH CORPORATION (CMURC)**

CMURC is a professional coworking space with accelerator programs focused on product and strategic development for entrepreneurs to positively impact the economy in the Great Lakes Bay Region. It brings together local, regional and statewide partners to accelerate the success of entrepreneurs, growing businesses, and jobs by leveraging the resources of Central Michigan University, the Mount Pleasant SmartZone, and the Michigan Economic Development Corporation's 21st Century Jobs Trust Fund. Learn more about CMURC at [www.cmurc.com](http://www.cmurc.com).

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- Training, development, and educational assistance
- Compensation and benefits
- Educational, social, and recreational programs
- Discipline
- Termination of employment.

Employment decisions, subject to the legitimate business requirements of the CMURC, are based solely on the individual's qualifications, merit, behavior and performance.