



## **JOB DESCRIPTION**

### **Content Ambassador**

**POSITION TYPE:** Part-Time

**REPORTS TO:** Analytics + Insights Director

**WORK LOCATION:** Central Michigan University Research Corporation, Multiple Great Lakes Bay Region locations. Position is onsite and headquartered at CMURC Bay City.

**POSITION SUMMARY:** The Content 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:

##### **Marketing Support:**

- Support recruitment efforts by providing facility tours, sharing membership and program information, and following up with prospective clients to encourage conversions and retention.
- Assist with social media scheduling and content creation.
- Capture or organize content for community storytelling and program promotion.
- Draft press releases and assist in the distribution of communications to media outlets and stakeholders.
- Support internal signage, event flyers, and other branded materials using templates or basic design tools.
- Assist email marketing campaigns by drafting blurbs, reviewing layout, and proofreading.
- Help ensure all public-facing materials and spaces reflect a clean, consistent brand image.
- Maintain organized content folders, ensuring approved images and text assets are easily accessible

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Bay City, MI 48708

801 Joe Mann Blvd Suite P  
Midland, MI 48642

2625 Dension Drive  
Mt. Pleasant, MI 48858

203 S. Washington Suite 260  
Saginaw, MI 48602



- Assist with presentation decks or internal docs needed for outreach and promotions.

#### Facility Operations + Member Support:

- 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.
- 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).

The Central Michigan University Research Corporation is an equal opportunity employer and is committed to equal opportunity without regard to race, religion, color, sex, age, national origin,

citizenship, disability or any other basis of discrimination prohibited by applicable local, state or federal law. In addition to compliance with federal EEO statutes, the Central Michigan University Research Corporation complies with applicable state and local laws governing nondiscrimination. This policy applies to all terms and conditions of employment, including but not limited to the following:

- Recruitment, hiring, placement, transfer, promotion, and demotion
- 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.