



JOB DESCRIPTION

Content Coordinator

POSITION TYPE: Full Time with Benefits

REPORTS TO: Marketing Manager

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

POSITION SUMMARY:

The Graphic + Content Coordinator must be an energetic self-starter who can develop and quickly move projects upon appropriate approvals. The candidate must be resourceful and able to develop a well-defined time management process. The coordinator is the frontline for facility details and brand consistency. Responsible for handling a wide range of marketing and on-site support. Primary point of contact for coordination of all technology, equipment, and other shared office services. Qualified candidates must be able to perform under pressure, while remaining flexible, proactive, resourceful and efficient, with a high level of professionalism and confidentiality.

JOB REQUIRMENTS:

2-year's qualifying experience or education, AND a positive, high energy, hardworking attitude.

SPECIFIC DUTIES:

Progress the vision of CMURC by marketing space and program memberships facility related plans. Responsibilities include, but are not limited to:

- Assist in development of client retention and recruitment efforts for space and program memberships.
- Support internal and external marketing efforts including, but not limited to; social media, graphic design, digital marketing, website development, outreach and community events.
- Responsible for on-site facility support as the primary point of contact for coordination of all technology, equipment, and other shared office services. Prompt and efficient response to all facility related issues, including technology, printer and copier equipment, shared office services, and building projects.
- Schedule maintenance and work orders, respond to urgent maintenance calls and participate in the community handbook and facility plans.
- Assist in the coordination, implementation, and execution of team and individual goals ensuring consistency with brand and priorities.
- Deliver timely results of scheduled tasks and coordinate with various team members.
- Additional duties as assigned

INTERNAL: Will work under and closely with the Executive and Management Team but will also align with the broader direct and indirect CMURC team.

EXTERNAL: Will interface broadly across a wide spectrum of business and association staff at all levels. This will include current clients, potential start-up



companies/associations, other regional colleges and universities, other private sector enterprise incubation centers, entrepreneurial projects & private sector businesses.

POSITION REQUIREMENTS and DEMONSTRATED SKILLS/KNOWLEDGE:

- Good business acumen and strong organization skills
- Strong communication skills, both verbal and written
- 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
- Industry Technologies: InDesign, Illustrator, Canva

CENTRAL MICHIGAN UNIVERSITY RESEARCH CORPORATION (CMURC)

CMURC is a not-for profit, diverse and 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.

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.