

Job Title: Community Education and Media Relations Specialist

Job Description: The Community Education and Media Relations Specialist provides outreach and education in Ottawa and Allegan Counties about the work of Disability Network Lakeshore (DNL) and IL Philosophy through managing social media, press releases, coordination of events, and direct mail campaigns.

Essential Functions

- Create unique content for DNL's social media channels, direct mail and email to educate about and advocate for the independent living philosophy and the work of DNL
- Write and manage press releases to ensure local media coverage of DNL activity
- Engages in outreach efforts to encourage customers, community members, volunteers, and DNL staff to participate in agency community education events
- Ensures that customers and volunteers are involved in the process of identifying community education topics
- Identifies potential funding sources to support community education activities
- Assist with planning and implementing fund/donor development and community education events
- Manages and maintains website content and updates
- Participates as a staff liaison to the DNL Associate Board and their efforts to highlight the organization

Requirements

- Lived experience with disability is highly desirable
- A commitment to the Independent Living philosophy
- Bachelor's Degree in Marketing, Communications or similar, preferred
- Highly motivated, self-starter
- Experience with all social media platforms
- Marketing/promotions experience or similar
- Fundraising and event planning experience
- Knowledge and comfort facilitating in-person and virtual presentations using online platforms
- Availability to work occasional nights or weekends
- Other duties as assigned

Disability Network Lakeshore's mission is to connect people with disabilities to resources and opportunities while building communities where everyone can participate, contribute, and belong.



442 CENTURY LANE
HOLLAND, MI 49423

616.396.5326
INFO@DNLAKESHORE.ORG

ACCESSability

Compensation: \$45,000-\$50,000

Interested applicants should send a cover letter and resume to:

Stacey Trowbridge, Director of Community Development

442 Century Lane, Holland MI 49423

stacey@dnlakeshore.org

No phone inquiries please

Equal Opportunity Employer



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