

## Communication & Engagement Coordinator

The **Communication & Engagement Coordinator** is responsible for developing and executing communication strategies that enhance DNL's visibility, engagement, and fundraising efforts. This role will lead social media management, marketing, DNL-sponsored events, and assist with fundraising, and sponsorship initiatives to strengthen community relationships and promote the organization's mission of empowering people with disabilities.

### Essential Functions

#### Social Media & Marketing

- Develop and implement a strategic content calendar for social media platforms, ensuring alignment with DNL's mission, programs, and events.
- Create engaging digital and print content, including graphics, videos, and written posts, to drive community interaction and increase brand awareness and assist with business development.
- Monitor analytics and adjust strategies to improve engagement, reach, and impact.
- Update DNL's website and email marketing campaigns and newsletter to communicate key initiatives and events.
- Oversee the creation of promotional materials, ensuring brand consistency across all channels.
  - Will work with ADA Coordinators to ensure accessible digital and print materials

#### Event Planning

- In collaboration with Community Education Coordinator, plan, coordinate, and execute DNL-sponsored events, including awareness campaigns, fundraisers, and community engagement activities.
- Manage event logistics, including venue selection, vendor coordination, marketing, and registration processes.
- Develop event-related communication strategies to maximize attendance and engagement.
- Track and report on event outcomes, making recommendations for future improvements.

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## **Fundraising & Sponsorships**

- Implement fundraising strategies to support DNL's financial goals, including annual appeals, donor campaigns, and community giving initiatives.
- Collaborate with leadership to create compelling sponsorship packages and partnership opportunities.
- Maintain donor and sponsor relationships through effective stewardship and recognition efforts.

## **Community Engagement & Outreach**

- In collaboration with Community Education Specialist and other DNL staff, strengthen and maintain strong relationships with established community organizations and businesses.
- Build relationships with media outlets to enhance DNL's presence.
- Collaborate with staff to identify and highlight impactful stories that showcase DNL's mission and services.
- Support advocacy efforts by developing communication strategies that amplify disability empowerment, inclusion and accessibility awareness

## **Requirements**

- Bachelor's degree in Communications, Marketing, Public Relations, Nonprofit Management, or related field (or equivalent experience). Relevant work experience considered in place of degree.
- 2+ years of experience in social media content creation or management required.
- Candidates must also have additional experience in at least one of the following areas: event planning/management, donor relations, sponsorship development, or nonprofit fundraising
- Strong written and verbal communication skills with the ability to create compelling content.
- Proficiency in social media platforms, email marketing tools, and graphic design software (e.g., Canva, Adobe Suite, Hootsuite).
- Excellent organizational skills with the ability to manage multiple projects and deadlines.
- Lived experience with disability, a plus. People with disabilities are strongly encouraged to apply.
- Passion for disability empowerment, inclusion and accessibility.



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## **Work Environment, Schedule and Other Requirements**

- Hybrid work options available upon completion of first 90 days.
- Some evening and weekend work required for events and community engagement.
- Must have reliable transportation and ability to travel locally.

## **Compensation & Benefits**

- \$47,000-\$55,000
- Health benefits, paid time off, Simple IRA with organizational match



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