Position Description
Position Title: Coordinator, Digital Media and Communications
Reports to: Director, Marketing and Communications
Date: August 2024

The South Bend – Elkhart Regional Partnership is a collaborative effort of economic development partners from 47 communities in northern Indiana and southwest Michigan. Our aim is to boost regional competitiveness and foster inclusive economic growth through job creation, strategic initiatives, and capital investment. We prioritize strengthening key sectors, nurturing talent, and showcasing our region's strengths. As part of our commitment, we seek to attract funding, support aligned initiatives, and foster knowledge exchange within and beyond our community.

Position Objective
The primary objective of this role is to share the stories of the South Bend – Elkhart region and work of the Regional Partnership through a variety of outlets. This individual will create and manage compelling content for all social media platforms, ensuring a unified communication approach. Responsibilities include collaborating with the team to develop a social media calendar, monitoring channels, engaging with the public, and keeping abreast of industry trends. Additionally, the role also involves analyzing social media performance, and refining strategies based on insights.

This position supports event and presentation efforts, including day-of execution and technical support. The candidate will contribute to the writing and editing of newsletters, press releases, and other official communications, along with photo and video production and coordination with outside vendors. They will work closely with staff to ensure accurate and proactive messaging across various outlets, manage the Salesforce CRM and Pardot applications, and execute outreach and marketing strategies. Regular communication with the Director of Marketing and Communications is vital to ensure cohesive event planning and project development.

Primary Responsibilities
Social Media
- Develop engaging content for all social media platforms
- Collaborate with the communications team and other departments to create a social media calendar which ensures our communication strategy to the public is executed cohesively across social platforms
- Monitor social media channels, respond to social media outreach from the public (when applicable), stay up to date with the latest industry trends, and analyzing the performance of posts
- Develop, implement, and manage social media strategy
- Produce social media content for the office: utilize photos and content from the
field for posts and create unique, valuable content across all social platforms (Twitter, Facebook, LinkedIn, Instagram and YouTube)

- Generate, edit, publish, and share content (original text, images, video) that builds meaningful connections and encourages engagement
- Measure the success of social media reach and continuously improve by analyzing social data/metrics, insights, and best practices
- Attend events and produce social media content when available, help direct social media opportunities

Event and Presentation Support

- Manage or support office event planning efforts, including follow-up with internal and external stakeholders
- Serve on day-of event execution team
- Assist with the development of any presentations given by the South Bend – Elkhart Regional Partnership office to ensure presentation quality, accuracy, and alignment with office-style guide
- Prepare to serve as the tech support for presentations and press conferences

Marketing and Communications

- Assist writing and copy-editing monthly newsletters, press releases and other official communications
- Assist with photo and video production to be used across multiple outlets and communication tools (i.e., social, website, etc.)
- Work closely with staff to ensure proactive and accurate messaging
- Generate, curate, and execute web, social media, print, blog, and other media content
- Manage Salesforce CRM, and utilize Pardot application, including distribution lists of various stakeholders
- Implement regional community outreach, marketing, and stakeholder management strategies, including production of communication such as the annual report, stakeholder reports, grant reports, and press releases
- Maintain consistent, clear communication with the Director, Marketing and Communications regarding all events and project development

Qualifications

- Bachelor's degree in marketing, communications, or a related field preferred
- Demonstrated experience developing engagement methods to diverse communities and stakeholders
- Strong organizational and project management skills
- Excellent communication and interpersonal abilities
- An eye for good graphic design
- Familiarity with the South Bend - Elkhart region preferred
• Proficiency in Microsoft Office suite, Asana, Airtable, Canva, and WordPress and/or the ability to learn new software platforms
• Positive work attitude, dependable work ethic, consistent, and results-oriented
• Ability to work independently and as part of a team in a fast-paced environment

Cultural Competencies and Commitment
• Delight in working an office where no two days are the same and everyone brings their A game, every day
• Solutions based orientation + collaborative approach
• Motivated by challenges and guided by values
• Possess deep integrity and discretion
• Deep passion for our region's potential

This position offers an exciting opportunity to contribute to the growth of the South Bend - Elkhart region and make a meaningful impact on the region's economic development. The successful candidate will gain valuable experience in project management, event planning, communications, and social media management while working with a diverse range of people, industries, partners, and organizations across the five-county region.

This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. All duties and responsibilities are essential functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbents will possess the skills, aptitudes, and abilities to perform each duty proficiently. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities. This document does not create an employment contract, implied or otherwise, other than an “at will” relationship.

The successful candidate must submit to a required background check prior to the first day of employment. A background check may consist of, but not limited to, a criminal history check, employment reference check, social security and address verification, drug tests and an education verification. All qualified applicants will receive consideration for employment without regard to race, color, creed, religion, disability, sex, age, ethnic or national origin, marital status, sexual orientation, gender identity or presentation, pregnancy, genetics, veteran status, or any other status protected by state or federal law.

Salary and Benefits
Salary commensurate with experience. Benefits include medical, retirement, paid holidays, vacation, and sick days.
To apply, please send your resume and cover letter to lflotow@southbendelkhart.org no later than September 8, 2024.