

**JOB NUMBER: WDC-01-2021**  
**JOB TITLE: Marketing Coordinator**  
**Supervisor: Marketing Manager**  
**Status: Full Time – Exempt**  
**Office Location: Grand Rapids, MI**

Waséyabek Development Company, LLC (WDC) is a legal entity, created and wholly owned by the Nottawaseppi Huron Band of the Potawatomi (NHBP), a Federally recognized Indian Tribe. WDC is committed to fostering the development of a stable, diversified economy for members of the Band which will contribute to their long-term wealth and economic self-sufficiency while managing risk and creating quality employment opportunities. WDC is the holding company of an investment portfolio consisting of commercial real estate, Federal operating companies, and Commercial operating companies.

### **POSITION SUMMARY**

The position is responsible for providing Marketing support to WDC and subsidiary companies in our Grand Rapids office. Develop and maintain multi-company websites. Provide graphics and formatting for presentations and proposals and providing a broad variety of administrative duties. The position works closely with all employees, customers, and related agencies and or enterprises to provide support for day-to-day administration.

### **ESSENTIAL FUNCTIONS**

- Responsible for multi-company website development, maintenance, and the creation and posting of content
- Assist with develop marketing material including proposals, statements of qualifications, presentations, capabilities statements, advertisements, and award submission
- Provide company-wide graphics, layout, and videography support
- Manages company social media channels, including Facebook, LinkedIn, and other relevant platform sites
- Engages in social media presence creation on new and emerging social media platforms
- Assists with social media projects, events, and community management
- Post and maintain all social media sites, Company Facebook, LinkedIn,
- Draft and edit communications copy (e.g., press releases, publications, social media posts)
- Prepare, update, and maintain a library of materials needed for marketing, events, conferences, trainings, and meetings
- Responsible for inventory control of company literature for respective division or office
- Assist staff members with presentations, graphics, and proposals

- Provide support to company-wide public relations
- Assist with management of subcontractor budget
- Other duties as may be assigned

## **RISK MANAGEMENT**

- Monitor social medial sites to ensure WDC, subsidiary companies' compliance

## **COMMUNICATION**

- Effectively and regularly communicate with the WDC Compliance and Officer Manager and staff members
- Support WDC's values, principles, vision, mission
- Utilize effective communication skills to answer inquiries from coworkers, clients, or the public
- Support involvement may include producing reports, graphics, presentations, and other visual material

## **STRATEGIC PLANNING**

- Assist with the development of short and long-term organizational goals
- Contribute to the development of the WDC's vision and mission

## **LEADERSHIP**

- Foster a company culture that promotes ethical practices and social responsibility; encourages individual integrity and maintains a positive and ethical work climate that is conducive to attracting, retaining, and motivating top-quality employees at all levels

## **MINIMUM QUALIFICATIONS**

- Bachelor's degree in Marketing preferred
- Minimum of two (2) year's Marketing experience required
- Strong graphic and design ability for company-wide presentations and public relations materials required
- Minimum of two (2) year's Website Development and Maintenance required
- Working knowledge of WordPress
- Excellent interpersonal and communication skills on the phone, in person, and written with the ability to convey information in a clear, focused, and concise manner
- Self-starter with excellent creative design process, organizational, time management, attention to detail and follow up skills; ability to manage competing priorities and assignments

- Proficient in Microsoft Office Suite including Word, Excel, and PowerPoint, and Adobe Creative Cloud including Photoshop, InDesign, Acrobat, and Illustrator
- Proficient in Social Media updates including Company website, Facebook, and LinkedIn
- Videography experience a plus
- Highly resourceful team-player, with the ability to also be extremely effective independently
- Proven ability to handle confidential information with discretion, be adaptable to various competing demands
- Demonstrated ability to achieve high performance goals and meet deadlines in a fast-paced environment
- Must be able to work with the collaborative culture that exists at WDC
- Ability to pass a pre-employment drug screen
- Ability to pass a background investigation, including but not limited to nationwide criminal record search, and other relevant background information deemed necessary by WDC

### **PHYSICAL REQUIREMENTS**

Ability to focus on computer screens for extensive periods of time. The employee is occasionally required to stand and reach. The employee must occasionally lift and/or move up to 25 pounds.

### **WORK ENVIRONMENT**

This position operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, and teleconference equipment

### **HIRING PREFERENCE**

Native American & Veteran Hiring Preferences will be applied in accordance with WDC policy

Waseyabek Development Company is committed to hiring and retaining a diverse workforce. We are proud to be an Equal Opportunity making decisions without regard to race, color, religion, creed, sex, sexual orientation, gender identity, marital status, national origin, age, veteran status, disability, or any other protected class.

Qualified candidates please send resume to: [hr@waseyabek.com](mailto:hr@waseyabek.com)