



Following Jesus Christ, who transforms lives, we equip our community to love, serve and connect with dignity.

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3300 Van Buren Street  
Hudsonville, MI 49426  
lovewm.org | (616) 662-3300

**About Us:** Love Your Neighbor is an engaging nonprofit that works to find ways to equip the community to love, serve and connect with dignity. Valuing grace and collaboration, we are always seeing new ways to work with others and stay curious. What drives us to show up to work each day is the belief that God is using the connections and relationships formed through this nonprofit to transform lives - all of our lives. Our core ministry supports local families struggling to make ends meet by providing holistic education, critical resources and peer support to reach their self-identified goals and thrive. If you want to join us in living out our values of grace, collaboration, dignity and diligence, we'd love to meet you.

**Position Title:** Communications Coordinator

**Reporting Relationship:** The Communications Coordinator will report to the Director of Development.

**Salary:** \$20,000-\$25,000

**Hours:** Part time 20-25 hours (*generally daytime, but may include evening and/or weekend hours for special events*). *Flexible & some remote time available.*

**Function:** The communications coordinator will provide leadership and coordination, with an emphasis on dignified storytelling, to continue casting vision for Love Your Neighbor's mission to equip the community to love, serve and connect with dignity. This position will lead the design, branding, storytelling, publications, marketing and communication across all channels to tell Love's story and invite others to join in, in partnership with the Development Director.

### **Communications, Marketing & Design Responsibilities:**

- Develops, executes and monitors communication and marketing strategies.
- Supports the Director of Development to build a cohesive brand across all facets of ministry, which is consistent, compelling, and represents the heart of the ministry in an engaging manner.
- Oversees the development of storytelling and copywriting.
- Leads the design efforts for all communication pieces.
- Works in partnership with a local company for digital marketing and website support.
- Engages and coordinates with outside providers of communication services.
- Leads social media initiatives and content creation (Facebook, Instagram, LinkedIn, and YouTube).
- Designs email campaigns for all organization's audiences in partnership with core team members.
- Creates and executes public relations and marketing materials such as press releases,



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blog posts, emails, and newsletter copy.

- Assists the Director of Development on fundraising initiatives as needed.

### **Qualifications:**

- Understands and owns the vision and values of Love Your Neighbor.
- Knowledge of marketing principles and practices including data collection and analytics.
- Expert level written and oral communication skills.
- Strong logistical, organizational, and technological skills (attention to detail, ability to manage and prioritize multiple tasks concurrently, and objectively apply problem-solving skills).
- Self-directed, teachable spirit.
- Relational and approachable, willing to connect with and learn from others.
- Excellent communication and listening skills.
- Ability to consistently encourage and support others.
- Proven ability to handle confidential information with discretion, be adaptable to various competing demands, and demonstrate the highest level of professional response.
- Demonstrated ability to achieve high performance goals and meet deadlines in a fast-paced environment.
- Experience with videography/photo, Canva, Excel, Hootsuite, Asana and Adobe preferred.

**To apply, email your cover letter and resume to:**

**Kaitlin Verkaik: [kaitlinv@lovewm.org](mailto:kaitlinv@lovewm.org)**