

Outreach & Connections Coordinator

Chelsea Senior Center (CSC) seeks to fill an open position for Outreach and Connections Coordinator, starting in mid-May. This person will report to the Executive Director (ED) and work 20 to 25 hours a week. The ideal person is very personable, friendly, creative and able to pivot directions as needed. The key responsibility is to create and maintain excellent communication programs within CSC and beyond in the community to reach and engage isolated seniors and encourage connection to CSC's activities, services and programs.

RESPONSIBILITIES:

- Assist CSC members
- Assist CSC staff
- Fill in with office duties as needed
- Take candid photographs of CSC members participating in activities
- Maintain and update member packets
- Write/design annual report
- Manage CSC's online presence, which includes Facebook & Instagram and website
 - Create posts: corporate sponsor ads, weekly fun posts, news sharing, etc.
 - Update WordPress-based website daily with the goal of making it more dynamic and interactive
- Create monthly content for the hallway slideshows & for special occasions
- Fundraising
 - Work with ED and Fundraising & Outreach Committee (F&O) to strategize best practices for fundraising and setting fundraising goals
 - Manage corporate sponsorship opportunities and create new ways to engage with sponsors alongside ED. Maintain and build upon current sponsorship program.
- Marketing
 - Work with ED, CSC team and F&O Committee to design marketing plans to help meet fundraiser goals
- Outreach
 - Work alongside ED & Board of Directors to represent CSC in the community
 - Outreach to local churches, write copy for their bulletins
 - Outreach to townships and the City of Chelsea to ensure key CSC information is included on their websites and newsletters
 - Attend community meetings, such as Chelsea Faith & Wellness Alliance, to share about CSC
 - Coordinate volunteers to drop off newsletters and flyers around town
- Events
 - Work with CSC team to plan and execute special events, fundraisers, fundraisers, community engagements and appreciation events
- Publicity
 - Create content to publicize CSC: write press releases, flyers, newsletters
 - Write special interest pieces about members, team members, volunteers etc.
 - Create flyers for special events, programs, marketing initiatives and more
- Donor communication
 - Enter information into donor database, send thank you notes



Thriving in 2025 &
Celebrating 60 years!

KEY SKILLS:

- Persuasive writer and engaging storyteller
- Active listener
- Strong interpersonal skills
- Excellent computer literacy including working in the MS office suite
- Knowledge of social media and graphic design platform: Canva, Facebook, Instagram, YouTube

HELPFUL EXPERIENCE:

- My Senior Center database
- Donor database
- WordPress for web updates

EDUCATION:

High school diploma or G.E.D. equivalent required. Preference given for a completed associate or bachelor's degree or equivalent proven experience in a field related to marketing, development, publicity

PHYSICAL DEMANDS, LICENSES and CERTIFICATIONS:

- Able to lift 25 pounds. Ability to handle typical movements seen in a busy, people focused, activity driven workspace. Tasks may be performed with or without reasonable accommodation.
- Valid Michigan driver's license.
- Successful background check.
- CPR/AED certification or willingness to be certified.

IN ADDITION:

This description intends to identify the major duties and requirements of the job and should not be interpreted as all-inclusive. Incumbents may be requested to perform job-related duties other than those outlined above and may be required to have specific job-related knowledge for successful job performance. This position requires 20 to 25 hours a week Monday-Friday throughout the year, with some weekends and evenings for special events. Flexibility in scheduling is required. The Chelsea Senior Center is an at-will employer. Benefits: Paid time off, paid sick time, no health benefits, regardless of hours worked.

REFERENCES will be required from final candidates.

TO APPLY: Submit cover letter and resume to Jennifer Smith, Chelsea Senior Center, 512 Washington Street, Chelsea, MI 48118 or to jsmith@chelseaseniors.org by April 11, 2025. No calls please.