

**MUSKEGON RESCUE MISSION  
JOB DESCRIPTION**

**POSITION TITLE:** Marketing & Special Events Officer

**REPORTS TO:** Director of Development

**RELATES CLOSELY WITH:** Development Team  
Mission Team Members  
Volunteers  
Local Churches & Businesses

As a team member of Muskegon Rescue Mission, we implement and live out our mission of demonstrating and proclaiming God's love to the less fortunate and homeless people in West Michigan. We do this by caring for and loving the individual as Christ would. We share the Good News of Christ's love and what He has done for us on the cross.

**RESPONSIBLE FOR:**

- Share your faith in Jesus Christ and pray with donors and co-workers as opportunities arise.
- Implements social media strategy by expanding the presence, and increasing visibility, awareness, and traffic across all social media channels. Must have a grasp of social media analytics.
- Create, update and manage website updates for MRM & Foreshore pages.
- Google Ads grants management.
- Oversee communication with designer for all areas including internal donor material and events.
- Organize and implement special events with a focus on increasing public awareness and financial support of MRM
- Strategically plans, execute all details of the organization's fundraising events. This includes oversight of logistics, budgets, timelines, and invitations.
- Responsible for maintaining brand integrity and following MRM's brand guidelines.
- Produce and oversee all marketing and collateral materials for programs, campaigns, newsletters, surveys, and events.
- Research and create new events.
- Assist in development events.
- Any other tasks as assigned by direct supervisor.

**PRIMARY STRENGTHS AND ABILITIES REQUIRED:**

- Must be a born-again believer in Jesus Christ and an active member of a local evangelical church.
- Must provide a clear biblical testimony of a personal experience of receiving by faith the Lord Jesus Christ as Savior and give evidence of His presence in daily living. Must desire to serve the Lord in the ministry of rescue.
- Shall subscribe to the bylaws and statement of faith of the organization.
- Must possess excellent written and verbal skills, and be highly organized.
- Must be computer literate with experience in MS Office, Word, Windows, Publisher, and Excel, as well as social media.
- Needs a strong capability to work with volunteers and staff.
- Bachelor's education, or commensurate experience, in event planning, marketing, or related field of study preferred.

GENERAL INFORMATION:

- Full time salaried position
- Hours: 40/week
- Flexibility in hours may be necessary to meet mission needs.

I have read the above, and understand that it is intended to describe the general content and requirements for performing this job. It is not an exhaustive statement of duties, responsibilities or requirements. I understand that this description does not preclude my supervisor's authority to add or change duties or responsibilities, and understand that the performance of other duties will be required from time to time in order to meet the Mission's needs. Furthermore, I understand that Michigan is an "At Will" state and that Muskegon Rescue Mission operates as an "At Will" employer. I also understand that, by signing this document, I am stating that I am able to perform all of these duties as described. I have been given a copy of this description.

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SIGNATURE

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DATE

Revised 08/2020