



Digital Content and Graphic Design Coordinator

The Opportunity:

As the Digital Content and Graphic Design Coordinator, you will play a vital role in supporting the mission of Special Olympics Michigan (SOMI). Your work will leverage sports, health, and athlete leadership to build a more inclusive world for all. As part of the Marketing & Communications team, you will collaborate across departments to create impactful, engaging content that furthers SOMI's outreach and drives our mission forward.

By joining our team – you're joining a unified movement: empowering athletes, Unified partners, and local communities to discover their inner champions and spread a message of inclusion. This role is an opportunity to be a part of something truly special and make a lasting impact on the lives of others.

What You will Do:

- *Digital Content Creation:* Develop, update, and maintain SOMI collateral to support departments and initiatives across the organization. This includes but is not limited to logo design, the SOMI Annual Report, and marketing materials for the SOMI Board of Directors and the President & CEO.
- *Video Production and Content Capture:* Manage all technical aspects of video/photo production, including content capture and post-production. Execute highlight videos for seven annual state-level competitions. Recruit and oversee volunteer photographers to attend and capture content at SOMI events.
- *Website Management:* Oversee and update the SOMI website, ensuring content is relevant, fresh and engaging.
- *Print and Promotional Materials:* Communicate and execute SOMI brand guidelines with external vendors to create banners, wearables, and other promotional items.
- *Cross-Department Collaboration:* Work closely with all SOMI departments to implement and execute outreach, fundraising, and recruitment strategies.
- *Creative Storytelling:* Collaborate with teams to conceptualize and produce marketing materials, including promotional pieces for both internal and external use.
- *Brand Consistency:* Ensure consistent in brand messaging across all platforms, materials, and communications, following standards required by Special Olympics International (SOI).

What You will Bring:

- *Experience:* Minimum of two years of experience in marketing, communications, graphic design, or video production, with a proven track record of creating effective digital and print materials.
- *Education:* A bachelor's degree in marketing, communications, design, or a related field, or equivalent professional experience.
- *Graphic Design Skills:* Strong understanding of graphic design principles and proficiency in Adobe Creative Suite (InDesign, Photoshop, Illustrator).
- *Web Design and Management:* Experience in managing and/or designing websites to optimize user experience and engagement.

- *Visual Content Creation:* Photography and videography competency utilizing professional-grade cameras and shooting high-quality photo and video content. Basic knowledge of copyright and editing practices for digital content.
- *Post-Production Expertise:* Proficient in Adobe Premiere Pro or similar video editing software. Strong understanding of photo and video production, including Lightroom, Premiere Pro, and After Effects.
- *Social Media Management:* Experience managing multiple social media channels for a brand or organization, focusing on content creation and audience engagement.
- *Communication Skills:* Strong interpersonal skills with the ability to communicate effectively with colleagues, partners, and stakeholders.
- *Adaptability:* Ability to perform essential job functions and meet requirements with or without reasonable accommodations.
- *Travel Availability:* Ability to travel, including evenings and weekends, as required.
- *Technical Proficiency:* Proficiency in Microsoft Office Suite and general computer knowledge.
- *Organizational Skills:* Strong administrative and organizational skills to manage multiple projects efficiently.
- *Inclusive Mindset:* Experience working with individuals with intellectual and physical disabilities is a plus. A passion for fostering inclusive environments is essential.
- *Community Dedication:* A deep commitment to helping others find their inner champion and serving the community.
- *Collaboration:* Ability to work effectively across various departments and teams to achieve shared goals.

Location:

- This position will support all state-wide activity, but will work out of the office in Grand Rapids, MI

If you are interested in this opportunity, please send cover letter and resume to somi@somi.org

NON-DISCRIMINATION POLICY

Special Olympics Michigan is proud to be an equal opportunity employer. We do not discriminate on the basis of race, color, religion, sex, gender identity or expression, national origin, political affiliation, sexual orientation, marital status, disability, neurodiversity, age, parental status, socio-economic background, military service, or any other characteristic or status protected by applicable law.

We strive to create a workplace that reflects the communities we serve and where everyone feels empowered to bring their full, authentic selves and can do their best work.