



JOB POSTING: Marketing & Communications Director

About MEC:

Michiganders love our two peninsulas and the Great Lakes that define them. We share a pride in our state's natural splendor and a devotion to protecting it as the cornerstone of Michigan's long-term prosperity and our world-class quality of life. That ethos transcends political boundaries, and it's stronger today than ever. You see it on T-shirts and bumper stickers. You feel it downtown, along the trail, at the farmers market, on the beach.

There it is, this beautiful, precious place: Michigan.

It is our job to protect it.

Michigan's environmental movement depends on the Michigan Environmental Council (MEC) to keep it strong, vibrant and connected. Together we focus energy and attention on the policies and cultural systems that are essential to make Michigan a more sustainable and equitable place. We are a coalition of more than 70 organizations with offices in Lansing and Detroit. Created in 1980 to lead Michigan's environmental movement, MEC combines deep environmental policy expertise, close connections to state and federal decisionmakers, and relationships with broad alliances to achieve positive public policy solutions to our most challenging environmental issues.

Our team – member organizations, board leadership and professional staff – are among the most passionate, visionary and hard-working advocates you'll ever work with. If you want to devote yourself to the most meaningful work protecting Michigan's natural resources and public health, consider joining us at the Michigan Environmental Council.

Position:

This is an exciting time at MEC for communications. This position is open due to the retirement of our current Director who has been with the organization for 17 years. She leaves her successor a solid foundation: a talented staff, top notch publications and an organization deeply respected by the fourth estate. Over the next two years, the Marketing & Communications Director (MCD) will lead the development of a fresh brand strategy and help guide the development of our next organizational four-year strategic plan.

The Marketing & Communications Director leads MEC's content marketing and organization branding; manages online and print publications and products; oversees media relations and social media, collaborates with policy staff on advocacy and education

campaigns; collaborates with our development team on strategic fundraising initiatives; and oversees integration of website and email marketing tools with MEC's CRM system.

MEC seeks an expert brand manager with concrete experience in advocacy and communications. The successful candidate will be able to showcase rich strategic leadership of organizational and campaign communications. They will also have the ability to dig in directly on the work by writing and editing content, managing staff and contractors, and engaging with the wide array of Michigan environmental activists. This is a senior level position in the organization, reporting to the Chief Operating Officer.

Responsibilities:

Strategic Planning

The Marketing & Communications Director sets the overall organizational strategy for communications, finding the nexus between what the organization wants to communicate (such as internal goals, core topics) and what the community is most interested in. By identifying trends, overseeing public opinion research and message development, and monitoring current events and influencers the MCD anticipates opportunities to engage in and define the discourse on Michigan environmental matters.

Brand Management

The MCD ensures the strength and integrity of the MEC brand across all of its programs and communications channels. By establishing positive associations and a strong awareness of the brand, the MCD builds supporter loyalty and discourages opposition to the organization's policy priorities. The MCD also ensures the brand is consistently applied through production management and by training staff on communication essentials and brand awareness.

Public Relations

MEC's success is highly dependent on others amplifying its messages, so it is essential that the MCD maintain a strong understanding of the communities we serve and the structures we work within through consistent listening and feedback loops, including public opinion research and social media. The MCD builds and maintains long-term relationships with influential voices in the advocacy world and the media to ensure MEC's message cuts through. They design and manage the organization's segmentation and targeting strategy, conduct press outreach (including media releases, interview preparation, and responses to media requests) and prepare materials for broader coalition use in elevating MEC's messages. .

Digital Communications

MEC looks to ramp up its digital marketing efforts, and the MCD will lead that effort, tracking and analyzing relevant metrics and performance data to inform the strategy. Working with the development, engagement and policy teams in the organization, they will optimize our digital advocacy and increase campaign impact, funds raised, and list growth through online marketing, organizing and acquisition strategies. The MCD stays

informed on emerging online technologies through relevant resources, trainings, and conferences; implements best practices for online programs; and manages contractors to adopt new technologies and troubleshoot technical problems as they arise.

Production Management & Oversight

The MCD ensures that MEC's communications are ripe with fresh content and delivered in a timely manner to the key audiences. This includes editing and overseeing production of print and online content, publications and products for development and program functions. In addition to managing the communications staff, vendors and contractors, the MCD supports the operations team by maintaining Salesforce, our customer relationship management tool, and ensuring its integration with our email broadcast, social media and web communications.

Base Qualifications:

- Five years of relevant professional experience, preferably in marketing or advertising.
- Bachelor's degree in a related field, such as journalism, public relations or communications
- Demonstrable experience in marketing strategy execution across diverse communications channels and media
- Exceptional communication skills in writing, editing, listening and presenting
- Excellent organizational skills and experience with project management
- Highly collaborative and resourceful team player
- A markedly strong work ethic evidencing conscientiousness and attentiveness
- Experience with website design and maintenance, email marketing tools and CRMs (preferably Salesforce)
- Experience in publication production (annual reports, research reports, newsletters, fact sheets)
- Proficiency in Google Workspace with an aptitude to learn new applications
- Passion for MEC's mission, members and partners

Other Position Notes

- This position requires regular work outside normal hours, including evenings and weekends.

Compensation Package

MEC provides staff with an industry-leading compensation package. The Marketing & Communications Director position includes a salary of \$58,000 - \$74,000 commensurate with experience; full medical, dental and vision benefits; organizational matching to a 403(b) retirement program and a flexible schedule with unlimited paid time off.

Application Process

Submit a single PDF with 1) a strong, detailed cover letter, 2) a resume and 3) at least three references (minimum two professional) to jobs@environmentalcouncil.org. Include

“Marketing & Comms Director” in the subject line. You may include up to five (5) portfolio materials in your submission at your discretion. Incomplete submissions will not be reviewed. Please direct questions about the job description to CEO Conan Smith at conan@environmentalcouncil.org. Application review will begin May 24 and continue until the position is filled.

Michigan Environmental Council is an Equal Opportunity Employer. Our goal is to be a diverse workforce that is representative of the Michigan citizens we serve. MEC does not discriminate on the basis of race, religion, color, sex, gender identity, sexual orientation, age, non-disqualifying physical or mental disability, national origin, veteran status or any other basis covered by appropriate law.