



Communications Coordinator

REPORTS TO:	Senior Director of Government Relations and Communications
EMPLOYEE TYPE:	Full Time; In-Person/Hybrid
COMPENSATION:	Salaried, \$55,000 - \$65,000, Commensurate with experience. Exceptional benefits package including health, vision and dental insurance, paid holidays and time off, generous 401k contributions, life insurance, short/long-term disability insurance, and health savings account.

POSITION OVERVIEW

The Communications Coordinator supports the Michigan Community College Association's communications, marketing, and brand engagement efforts by creating compelling content, managing digital communications, designing publications and marketing materials, coordinating event communications, and helping tell the story of Michigan's community colleges.

Working closely with the Senior Director of Government Relations and Communications, the Communications Coordinator helps execute MCCA's communications strategy across digital, print, and in-person platforms. This position collaborates on ideas, creates engaging content, manages communications projects, and helps tell the story of Michigan's community colleges. Serving as the organization's primary day-to-day communications lead, the communications Coordinator helps strengthen engagement with member colleges, policymakers, partners, and the public while advancing MCCA's mission to support student success and economic prosperity through Michigan's community colleges.

This role offers an excellent opportunity for an early-career communications professional to build experience across writing, graphic design, website management, and strategic storytelling while supporting statewide initiatives that advance Michigan's community colleges.

The ideal candidate is a creative, organized, and detail-oriented communicator with excellent writing skills, an eye for design, and enthusiasm for higher education.

ESSENTIAL RESPONSIBILITIES

Content Development & Storytelling

- Write, edit, and produce newsletters, email communications, website content, publications, reports, and other organizational communications.
- Develop and/or amplify compelling stories that highlight the impact of Michigan's community and tribal colleges, students, faculty/staff, employer partnerships, and MCCA initiatives.
- Create content that supports advocacy efforts, member engagement, conferences, and organizational priorities.
- Partner with the Senior Director on the development and design of MCCA's Annual Report and other signature publications.
- Develop presentations and slide decks for meetings, conferences, legislative briefings, and other presentations.

Digital Communications & CRM Management

- Maintain the MCCA website, including content updates, navigation, page design, and user experience while supporting accessibility and search engine optimization best practices.
- Coordinate MCCA's social media platforms by creating, scheduling, and monitoring engaging content.
- Maintain the organization's customer relationship management (CRM) system to support communications, member engagement, event promotion, and marketing campaigns.
- Create and distribute email marketing campaigns and newsletters.
- Monitor website, email, and social media analytics and recommend strategies to improve engagement and effectiveness.

Graphic Design and Brand Management

- Design digital and print communications, including infographics, reports, presentations, social media graphics, marketing collateral, and branded materials.
- Ensure consistency with MCCA's brand standards across all print and digital communications.
- Assist with maintaining and evolving the organization's visual identity.

Event Communication and Visual Content

- Coordinate communications activities before, during, and after conferences, meetings, webinars, and special events.
- Coordinate event branding, signage, printed materials, and presentation templates to ensure a consistent and professional attendee experience.

- Develop post-event communications highlighting key announcements, presentations, and member engagement.
- Capture photography and visual content at MCCA events for use in digital and print communications.

Communications Coordination & Organizational Support

- Monitor news related to MCCA, Michigan community colleges, higher education, and state policy to identify opportunities for member communications and social media engagement.
- Track member college news and successes for inclusion in newsletters, social media, and other MCCA communications.
- Coordinate communications projects with MCCA staff, member colleges, and external partners.
- Manage multiple communications projects and editorial calendars to ensure timely, high-quality delivery of organizational priorities.
- Perform other duties as assigned.

QUALIFICATIONS

Required Qualifications

- Bachelor's degree in communications, marketing, journalism, public relations, graphic design, or related field.
- One to three years of professional experience in communications, marketing, or a related field (internships and relevant student leadership experience may be considered).
- Excellent written, verbal, and interpersonal communication skills.
- Strong organizational skills with exceptional attention to detail.
- Ability to manage multiple projects simultaneously and meet deadlines.
- Experience creating content for digital and print communications.
- Experience using Microsoft Office and graphic design platforms such as Canva or Adobe Creative Suite.
- Familiarity with website content management systems, social media platforms, and email marketing tools.
- Willingness to travel occasionally throughout Michigan to support meetings, conferences, and special events.

Preferred Qualifications

- Experience managing website design and content.
- Experience with CRM or email marketing platforms.
- Experience capturing event photography and basic videography or video editing for digital communications.

- Experience designing publications, annual reports, or marketing collateral.
- Interest in higher education, public policy, and/or nonprofit organizations.

Desired Characteristics:

- Be an exceptional writer and visual storyteller.
- Demonstrate creativity while maintaining meticulous attention to detail.
- Enjoy balancing creative work with project management and organization.
- Be collaborative, dependable, and proactive.
- Be eager to learn and continuously develop new communications skills.
- Thrive in a fast-paced environment where no two days are the same.
- Believe in the power of community colleges to transform lives, strengthen communities, and grow Michigan's economy.

WHY JOIN MCCA?

The Michigan Community College Association is the unified voice for Michigan's 31 community colleges. The Communications Coordinator will have the opportunity to shape statewide communications, tell meaningful stories of student success and workforce development, support public policy advocacy, and contribute to events that influence higher education across Michigan.

This role offers an exceptional opportunity for an early-career communications professional to build experience in writing, graphic design, digital marketing, branding, website management, event communications, photography, publications, and strategic storytelling while making a meaningful impact on students and communities across the state.

HOW TO APPLY

We welcome questions from interested candidates. To apply, please send your resume and a short cover letter to Brandy Johnson at brandy@mcca.org no later than Friday, August 21, 2026. We prefer that application materials be submitted as a single PDF file.

The Michigan Community College Association is an Equal Opportunity Employer and does not discriminate based on any characteristic protected by federal, state, or local law. This commitment applies to all aspects of employment, including hiring, promotion, compensation, training, benefits, and all other terms and conditions of employment.