

## JOB SUMMARY

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**Date:** 7/20/2022  
**Job Title:** Communications Specialist  
**FLSA:** Exempt  
**Reports to:** Director of Communications

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### **General Summary:**

This position executes the State Bar of Michigan's communications strategy via email, newsletters, website updates, social media posts, publications, and other communications channels. The communications specialist will work closely with the director of communications, delivering on the State Bar of Michigan's strategy for effectively sharing news and information with attorneys, the media, and the public. The communications specialist must have a solid understanding of the State Bar of Michigan's mission, and be able to advance it via various modes of communication.

### **Principal Responsibilities:**

- Write, edit, and disseminate content relevant to the State Bar of Michigan, working with the director of communications to identify and prioritize opportunities to do so
- Assist in developing an editorial calendar to ensure a steady flow of relevant news and information on michbar.org, and the State Bar of Michigan's various other communication channels
- Manage the State Bar of Michigan's social media accounts and newsletters to provide regular, substantive, and useful updates to attorneys
- Manage the michbar.org homepage, constantly striving to make it an invaluable source of up-to-date news and information for Michigan's legal community
- Ensure that the State Bar of Michigan's communication efforts reflect Michigan's diverse legal community and are accessible to all
- Serve as an in-house communications expert, working with other departments to develop and execute strategies for effectively delivering messages from across the State Bar of Michigan
- Offer innovative solutions for improving the State Bar of Michigan's communication efforts
- Perform other duties as assigned

### **Requirements**

- Bachelor's degree in journalism, communications, or another related field (or equivalent years of experience)
- At least three years of professional communications work experience
- Strong written and verbal communication skills
- Ability to adapt as needed to communicate effectively with a wide variety of audiences
- Ability to manage simultaneously multiple projects and deadlines

Note: The above statements are intended to describe the general nature and level of work being performed by persons assigned to this job. They are not an exhaustive list of all duties, responsibilities, knowledge, skills, abilities, and working conditions associated with this job. This job description is not an employment contract and SBM reserves the right to change this description at any time. The State Bar of Michigan embraces a culture within its workplace as well as in leadership and governance processes that is open to and respects differing views and perspectives. The State Bar of Michigan is an equal opportunity employer.

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**Incumbent Signature**

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**Date**

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**Manager's Signature**

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**Date**