

The State Bar of Michigan (SBM) has an immediate opening for a Director of Communications. This position develops and implements the State Bar of Michigan's strategies for effectively communicating with attorneys, the media, and the public in accordance with the organization's strategic plan, including best practices for all modes of communication. The Director of Communications will manage the communications department budget and vendor contracts, ensure that SBM's communications efforts reflect Michigan's diverse legal community and are accessible to all, and protect SBM's image with consistency across all platforms.

### **Principal Responsibilities**

- Create and execute a comprehensive communications strategy that includes both proactive and reactive messaging to SBM's various audiences.
- Oversee various SBM communication platforms, including the *Michigan Bar Journal*, e-Journal, michbar.org, digital and print newsletters and marketing materials, e-blasts, press releases, social media, and the SBM Connect online community.
- Supervise a diversely skilled communications team, including design, typesetting, advertising, marketing, printing, web content, and editorial staff, helping to set goals and encouraging professional development.
- Assign – and contribute to – the writing, editing, and disseminating of content relevant to SBM, working with executive leadership to identify communications priorities.
- Maintain an editorial calendar to ensure strategic and consistent delivery of news and information via SBM's communication platforms.
- Work closely with other managers to promote the myriad services and benefits SBM offers.
- Ensure that SBM's communication efforts reflect Michigan's diverse legal community and are accessible to all.
- Protect SBM's image and ensure consistency across platforms by working with staff to create and enforce guidelines for all aspects of the organization's brand identity.
- Serve as SBM's in-house communications expert, working with colleagues across the organization on issues related to communications.
- Manage the communications department budget, identifying and utilizing opportunities to save money and generate revenue where appropriate.
- Manage contracts and relationships with vendors relevant to SBM communications.
- Develop and track metrics for evaluating the effectiveness of communications efforts.
- Work with SBM's president and executive director to ensure their success as the organization's primary spokespersons.
- Work with executive and section leadership to respond to media inquiries
- Develop and execute a strategy for media advocacy that advances SBM's policy goals.
- Serve, or supervise staff serving, as liaison to SBM committees related to communications.

## Requirements

- Bachelor's degree in communications, public relations, journalism, marketing, or a related field. Familiarity with the law or legal profession is a plus.
- Significant communications experience.
- Excellent writing and presentation skills.
- Experience managing a staff.
- Strong interpersonal skills, particularly in collaboration, facilitation, motivation, and team building.
- Demonstrated ability to manage multiple projects simultaneously and deliver on commitments.

How to apply: please submit a cover letter, resume, and salary requirements to [employment@michbar.org](mailto:employment@michbar.org). This position is temporarily remote, but will be based in Lansing, Michigan.

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.