

Creative Content Manager

Michigan Association of School Boards

Lansing, Michigan | Full-Time | Hybrid

Salary: \$65,000–\$75,000

Turn meaningful work into stories people remember.

The Michigan Association of School Boards is seeking a creative strategist and hands-on storyteller to shape how school board members, education leaders and communities experience our organization.

As MASB's **Creative Content Manager**, you will develop campaigns and create compelling visual, written, photographic, video and multimedia content that advances our mission and demonstrates the value of our work.

This is an opportunity to take ownership of high-impact creative initiatives, strengthen an established brand and help a collaborative nonprofit support public education across Michigan.

Why Join MASB?

- **Purposeful work:** Tell stories that highlight the people, programs and ideas strengthening Michigan's public schools.
- **Creative ownership:** Help shape campaigns, content strategy, social media and MASB's visual identity.
- **Varied projects:** Work across publications, graphics, presentations, photography, video, digital content and organizational campaigns.
- **Supportive culture:** Join a team of more than 30 professionals who value collaboration, trust and work-life balance.
- **Flexible hybrid schedule:** Work approximately half the week in our Lansing office and half remotely. Some Michigan travel and occasional evening or weekend work are required.

What You'll Do

- Develop creative strategies, concepts and campaigns aligned with MASB's mission and organizational goals.
- Turn objectives into creative briefs, scripts, storyboards, content plans and finished content.
- Create and oversee written, visual, photographic, video and multimedia storytelling.
- Lead MASB's social media strategy, publishing, audience engagement and platform growth.
- Manage creative projects from concept through completion, including timelines, budgets, stakeholders, vendors and quality review.
- Strengthen MASB's brand and maintain consistent, high-quality creative assets.
- Use performance data, feedback and best practices to improve content and audience engagement.

What You'll Bring

Qualifications

- Bachelor's degree in communications, marketing, graphic design, media production, public relations, journalism or a related field.
- At least three years of experience in creative content development, communications, marketing, design, media production or a related field.

Required Competencies

- Strong storytelling, writing and visual communication skills.
- Experience developing campaigns and multimedia projects from concept through completion.
- Proficiency with Adobe Creative Suite or comparable tools, plus experience with photography, video, social media and digital content.
- Strong project management and organizational skills, with the ability to manage multiple priorities and deadlines.
- Strategic thinking and creative problem-solving skills, including the ability to translate complex information into engaging content.
- A collaborative approach and the ability to provide creative direction, receive feedback and build productive relationships.

Preferred Competencies

Experience in an association, nonprofit, education or public-sector environment; knowledge of Michigan public education; or experience with vendors, social media advertising, audience development, content management systems or digital publishing platforms.

Compensation and Benefits

MASB offers a comprehensive benefits package, including:

- Salary of **\$65,000–\$75,000**, commensurate with experience
- Full family medical, dental and vision insurance
- Life and long-term disability insurance
- Employer contributions to a 401(k) plan
- Generous vacation, sick, personal and holiday time
- A flexible hybrid work environment

Ready to Make Your Mark?

If you are a strategic and artistic content creator who wants to produce meaningful work, lead creative initiatives and help a mission-driven organization connect with audiences across Michigan, we encourage you to apply.

Submit your **resume and cover letter** to HR@MASB.ORG.

Applications will be reviewed as qualified candidates are received, and the position will remain open until filled. Candidates are encouraged to apply promptly.

MASB is committed to improving diversity, equity and inclusion in our workplace and seeks to attract, recruit and retain people from diverse backgrounds. MASB is an equal opportunity employer.