

Notice of Position Posting

Communications Content Strategist

POSITION OVERVIEW:

MASA is seeking a Communications Content Strategist to amplify our mission of supporting educational leaders across Michigan. This role works closely with MASA staff and educational leaders, including superintendents and other senior administrators. By uncovering compelling stories from members and highlighting MASA's initiatives, you will give voice to the outstanding work within our organization. This is central to deepening engagement with our members, ensuring they feel heard, informed, and supported. You will create and deliver multimedia content such as member highlights, podcasts, and internal program features that help members stay connected to MASA's vision of excellence. You will work in partnership with the Communications & Marketing Coordinator, who distributes content, while collaborating with the Director of Communications to align messaging with MASA's strategic goals. Additionally, you will plan content across channels and engage stakeholders through strong storytelling and impactful communications. We encourage the person in this role to bring fresh ideas, creative approaches, and new ways of engaging members through meaningful content. We are looking for someone who thrives in a collaborative environment that values continuous improvement, innovation, flexibility, and a sense of humor. The ideal candidate will excel in a highly collaborative team environment.

KEY RESPONSIBILITIES:

- Discover and gather stories from MASA member districts and proactively source content from MASA's internal initiatives, programs, and events.
- Attend meetings, events, and organizational discussions to identify meaningful stories, emerging initiatives, and opportunities for member-facing content.
- Create and produce multimedia (video, audio, written) highlighting both external and internal content.
- Actively promote MASA's internal initiatives, ensuring they are captured and communicated effectively.
- Collaborate closely with the Communications & Marketing Coordinator to repurpose and distribute content across outward-facing channels.
- Ensure all content aligns with MASA's strategic messaging, maintaining a steady content pipeline.
- Incorporate feedback loops, using member input and analytics to refine content approaches over time.
- Strategize and innovate new storytelling formats, ensuring MASA stays at the forefront of engaging communication methods.

QUALIFICATIONS:

- Proven experience producing content across video, audio, photography, social, and written formats, with a strong focus on storytelling and strategic communications.
- Familiarity with Adobe Creative Suite (Premiere Pro, Photoshop, InDesign, etc.) is a strong plus within our collaborative creative environment.

- Strong communication and narrative development skills, with the ability to capture and communicate both internal and external narratives in an engaging and authentic way.
- Proficiency with multimedia production tools and strong interpersonal skills to build relationships with members, partners, and stakeholders.
- Ability to strategize and adapt content across multiple channels, including social media, video, web, email, and digital campaigns, while supporting MASA's broader advocacy and outreach goals.
- Experience collaborating within a communications or marketing team environment, balancing creativity with organizational messaging and strategic priorities.
- Ability to manage multiple projects, timelines, and content needs in a fast-paced environment while maintaining attention to detail and consistency.

SALARY AND BENEFITS:

This is a full-time, salaried position with a hybrid schedule that combines required in-office work with the flexibility of remote work. Employees are expected to work in the Lansing office on Mondays and Wednesdays each week, with additional days as needed. Some travel is required to facilitate professional development sessions and attend MASA events.

The salary for this position ranges from \$55,000 to \$65,000 annually.

MASA offers a comprehensive benefit package, including paid time off, health, dental, and vision coverage, and an annual employer-paid retirement contribution* as well as a fantastic set of co-workers.

**MASA is a 501(c)3 non-profit entity and is not affiliated with any State of Michigan retirement system.*

APPLICATION INFORMATION:

Interested candidates should submit a resume and cover letter via email to pmarrah@gomasa.org. No phone inquiries, please.

Application materials will be reviewed on a rolling basis, with priority given to submissions received from qualified applicants by June 3, 2026.

MASA is dedicated to fostering a welcoming and inclusive environment for everyone, regardless of background or identity. As an equal opportunity employer, we evaluate all qualified applicants without regard to age, race, color, religion, creed, sex, sexual orientation, gender identity or expression, national origin, marital status, disability, protected veteran status, or any other characteristic protected by law. We strongly encourage qualified individuals from all backgrounds to apply.

Michigan Association of Superintendents & Administrators

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