

MEA is deeply committed to diversity and inclusion in its hiring practices. We are an affirmative action, equal opportunity employer. People of color, women, and members of other historically marginalized social identity groups are encouraged to apply.

M 17-25-26

DATE OF POSTING: January 7, 2026

TERMINATION DATE FOR APPLICATIONS: January 21, 2026

POSITION: **Digital Media Producer / Headquarters**

COMPENSATION/BENEFITS: Per MEA-PSA/USO Contract

STAFF RELATIONSHIP: Responsible to C&PE Director
Communications and Public Engagement

EMPLOYMENT DATE: As soon as possible

SEND APPLICATION AND RESUME TO: **Human Resources Department**
Michigan Education Association
1350 Kendale Blvd., P.O. Box 2573
East Lansing, MI 48826-2573
517-337-5454 (fax)
Jobpostings@mea.org

JOB SUMMARY:

We are seeking a dynamic and creative Digital Media Producer to join our Communications and Public Engagement team. The ideal candidate will be responsible for developing and executing digital and social media strategies, creating engaging content, and managing our online presence across various platforms. The role requires strategic thinking, creativity, and excellent communication skills to enhance our brand's visibility and engagement.

RESPONSIBILITIES:

- Ensure all digital media content is aligned with the MEA brand's voice and messaging.
- Identify and engage with key influencers and brand advocates to expand reach and engagement.
- Conduct research to understand audience preferences and industry trends.
- Troubleshoot and resolve any issues related to social media accounts or content, as well as MEA websites.
- Provide recommendations for improvements based on analytics and feedback.

JOB DUTIES:

- Develop and implement digital media strategies to align with MEA goals and target audiences.
- Create, edit, and publish engaging content (including text, images, and videos) for the MEA website and social media platforms, including covering events across Michigan to gather multi-media content.
- Work with MEA members to engage their voices in online content creation and advocacy.
- Manage and grow the MEA's social media communities, including engaging with members and other followers promptly and professionally across multiple mediums.
- Analyze social media, email and website metrics and generate reports to track performance and optimize strategies.
- Collaborate with the communications team to develop content calendars and campaign strategies, including MEA-branded email newsletters.
- Coordinate with graphic designers and other team members to ensure content consistency and quality.
- Assist with planning and executing social/digital media advertising campaigns.
- Assist with day-to-day updates of MEA websites and development of email communications.
- Stay updated with social and digital media trends, tools, and best practices to keep content fresh and relevant.
- Maintain a high level of professionalism and accuracy in all communications and content.
- Participate in team meetings and contribute to brainstorming sessions for new campaigns and initiatives.
- Assist with other marketing tasks and projects as needed.

MINIMUM JOB REQUIREMENTS:

- Bachelor's degree in marketing, Communications, Journalism, or a related field or proven experience.
- Demonstrated successful experience (at least three years) in content creation, production, and social/digital media management.
- Demonstrated well-developed skills in content creation, production, and social/digital media management.
- Excellent written and verbal communication skills.
- Proficiency in social media platforms (e.g., Facebook, Instagram, Twitter, LinkedIn, TikTok).
- Demonstrated understanding of social media usage for communication and strategic objectives.
- Basic knowledge of content management systems (e.g., WordPress, Drupal) and social media scheduling tools (e.g., Sprout, Hootsuite) is preferred.
- Basic knowledge of graphic design tools (e.g., Canva, Adobe Creative Suite) is preferred.
- Ability to work independently and manage multiple projects simultaneously.
- Travel required- satisfactory driving record and valid driver's license