



Professional Learning & Communications Manager

Position Summary

The **Professional Learning & Communications Manager** advances the Michigan Head Start Association's mission by leading professional learning initiatives, communications, and public awareness efforts. This position develops educational programming, identifies and recruits presenters, facilitates member learning communities, creates communication and marketing content, and represents the Association with members, partners, and stakeholders across Michigan. This position, working closely with the Executive Director and Events & Membership Manager, focuses on program content, engagement, communications, and strategic initiatives.

Position Information

Reports To: Executive Director

Location: East Lansing, Michigan, Hybrid available

Employment Status: Regular Full-Time, Exempt

Salary: \$78,000 annually, plus benefits

Qualifications

Required:

- Bachelor's degree in Communications, Public Relations, Marketing, Education, Early Childhood Education, Public Administration, Nonprofit Management, or a closely related field.
- Three (3) years of progressively responsible experience in communications, education, nonprofit management, event programming, or a related field.

Preferred Qualifications:

- Knowledge of Head Start and Early Head Start programs.
- Experience developing and delivering professional learning for adult audiences.
- Experience with communications, marketing, and social media management.
- Experience arranging content for conferences, workshops, or educational events.
- Experience representing an organization with diverse stakeholders.
- Strong writing, editing, and public speaking skills.

Essential Duties and Responsibilities

The essential duties and responsibilities listed below are representative of the work performed by this position and are not intended to be an exhaustive list of all responsibilities.

Professional Learning

- Develop MHSA's professional development strategy.
- Identify, recruit, and cultivate high-quality keynote speakers and workshop presenters.

Professional Learning and Communications Manager

- Coordinate Requests for Proposals (RFPs) for conference presentations.
- Develop conference educational content.
- Deliver presentations and facilitate meetings, webinars, and discussions as needed.
- Facilitate professional learning communities, peer networks, and communities of practice.
- Coordinate webinars, virtual trainings, and educational series.
- Promote professional development opportunities available through MHSA and partner organizations.
- Increase parent engagement in professional development opportunities.
- Evaluate educational offerings and recommend improvements.

Communications & Marketing

- Develop and implement MHSA's communications strategy.
- Develop communications and educational resources related to MHSA initiatives.
- Write website content.
- Assist in developing engaging social media content across multiple platforms.
- Produce newsletters, email communications, and member updates.
- Increase awareness of Head Start and Early Head Start throughout Michigan.
- Support media relations and public awareness campaigns.
- Maintain consistent branding and messaging.

Member Engagement & Partnerships

- Build relationships with Head Start and Early Head Start programs throughout Michigan.
- Represent MHSA at conferences, meetings, and community events.
- Facilitate networking opportunities among members.
- Foster partnerships with state and national organizations.
- Serve on MHSA committees, including the Professional Development Committee, and support committee initiatives.

Organizational Support

- Assist with strategic initiatives and special projects.
- Stay informed on emerging trends in early childhood education and adult learning to help inform MHSA programming.
- Collaborate with staff to support Association initiatives and organizational priorities.
- Perform other duties as assigned.

Technical Skills

- Proficiency with Microsoft Office Suite.
- Experience managing websites and social media platforms.
- Experience with virtual meeting platforms (Zoom, Microsoft Teams, etc.).
- Experience with Canva, Adobe Creative Suite, or similar design software preferred.
- Experience with email marketing platforms preferred.

Travel Requirements:

- Ability to travel throughout Michigan and occasionally out of state.

Professional Learning and Communications Manager

- Overnight travel is required.
- Must possess a valid driver's license and have access to reliable transportation.

Physical Requirements

- Ability to sit or stand for extended periods.
- Ability to lift and carry up to 25 pounds.
- Ability to transport materials and equipment for conferences and events.

Equal Employment Opportunity

The Michigan Head Start Association is committed to fostering a diverse, equitable, and inclusive workplace. We believe that a variety of backgrounds, experiences, and perspectives strengthen our organization and our ability to serve children, families, and communities across Michigan. We are an Equal Opportunity Employer and consider all qualified applicants for employment without regard to race, color, religion, sex, sexual orientation, gender identity or expression, national origin, age, disability, genetic information, marital status, veteran status, or any other status protected by applicable law.