



## SBAM seeks an experienced digital communications professional to join our team.

### WHO WE ARE

The Small Business Association of Michigan is a 501(c)6 trade association that represents a dynamic market of 32,500+ small businesses across the state of Michigan. These members are in various industries, ranging from 1 - 500 employees, and located in all 83 counties.

Our mission is the success of Michigan small business. We do this through:

- Advocating for small business
- Bringing business owners together to share knowledge
- Creating collaboration and partnerships
- Delivering group buying power

### POSITION OVERVIEW

#### Digital Communications Coordinator

The Digital Communications Coordinator supports the execution of SBAM's strategic communications and marketing initiatives. This role blends content creation, digital marketing, email communications, graphic design, and social media management to help SBAM engage, inform, and grow its statewide small business community.

The Digital Communications Coordinator develops compelling digital content, maintains SBAM's marketing channels, and supports campaigns that promote member benefits, events, advocacy efforts, and organizational priorities.

### ESSENTIAL DUTIES

#### Digital & Email Marketing

Develop, build, and deploy email marketing campaigns that support member engagement, program promotion, event marketing, advocacy updates, and partnership initiatives.

#### Content Creation

Write clear, accurate, and engaging copy for emails, web pages, blog posts, member stories, and promotional materials.

Create content supporting advocacy, membership, and partner initiatives.

#### Graphic Design

Create marketing materials, including event graphics, promotions, digital ads, brochures, and flyers.

Support photography, videography, and video editing needs.

[View Full Job Description](#)



[www.SBAM.org](http://www.SBAM.org)