



SBAM seeks an experienced digital media 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 33,000+ 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 Media Producer

The Digital Media Producer serves as SBAM's subject matter expert for digital storytelling, multimedia content strategy, and digital audience engagement. This position is responsible for developing and directing compelling digital content that advances organizational priorities, strengthens member engagement, and enhances the visibility of SBAM's mission and impact.

The Digital Media Producer collaborates with marketing and communications to determine creative approaches, content formats, storytelling methods, and digital distribution strategies across video, web, and emerging digital channels.

ESSENTIAL DUTIES

Content Production

Identify, develop, and produce compelling stories that showcase SBAM members, initiatives, events, and impact.

Conduct interviews and gather content from members, partners, and staff to create engaging multimedia stories.

Creative Direction

Lead the concept development, planning, production, and distribution of original multimedia content.

Exercise creative judgment in determining visual, audio, and narrative approaches for video and digital media projects.

Platform Management

Oversee the effectiveness of digital content across websites, video platforms, and other digital channels.