

Corporate Communications Specialist

MCKENNA

McKenna provides planning, zoning, community and economic development, landscape architecture, urban design assistance and building services to municipalities, regional agencies and select private clients. We are a team of talented, passionate and committed professionals serving communities throughout the Midwest to help make them better places to live. We hire team members who are tenacious and creative – and who want to see their work make very real differences in the communities we serve. Our goal is always to go beyond expectations to deliver exceptional results for our clients.

CORPORATE COMMUNICATIONS SPECIALIST

This full-time position will be responsible for bringing our new communications plan to life, serving as both a strategist and a tactician – someone who can think big picture and get work done. You will support McKenna's day-to-day communication initiatives, including client and staff communications, website and social media management, media relations, advertising, graphic design, and other types of content creation. This position will work a hybrid schedule based out of our Northville headquarters in support of our three Michigan offices.

The ideal candidate will be:

- **A strategic thinker:** Provide strategic counsel and content to communicate effectively with key stakeholders.
- **Experienced project leader:** Manage various communication projects at the same time, working closely with McKenna team members, the media, and other stakeholders to support RFP responses and ensure projects are professional, managed efficiently and are error free.
- **Brand manager:** Ensure McKenna's established brand and voice are consistent throughout all communications.
- **A proficient, fast writer:** Can quickly and effectively tell a story through various communication channels, such as newsletter articles, blog posts, media pitches or press releases, etc. without grammatical errors.
- **Visually savvy:** Ability to use visuals in telling a good story and is proficient in Adobe Suite products to develop newsletters, e-marketing, advertising, social media graphics, etc.
- **Skilled with media:** Experience working with journalists, including developing successful media pitches and media releases that demonstrate proficiency with AP Style.
- **Adept with social media:** Have a good understanding of best practices to engage and grow audiences on key social media platforms, as well as proficiency with analytics.

The ideal candidate will have:

- A bachelor's degree in communications, journalism, public relations or related field
- Five plus years of experience in communication roles, media relations, public relations or related experience
- Proficiency in Adobe Creative Suite and Microsoft Office

HOW TO APPLY

To be considered, please send your resume and portfolio of writing and design samples to hr@mcka.com. Please include your salary expectations.

McKenna is an Equal Opportunity Employer and strives to create a dignified work environment where all team members can thrive. Candidates with non-traditional backgrounds and transferable experience are encouraged to apply.