

JOB DESCRIPTION: DIRECTOR OF EXTERNAL AFFAIRS & COMMUNICATIONS

Job Title: Director of External Affairs & Communications

Classification: Full Time Exempt

Location: Hybrid - Detroit, MI

Reports to: Co-CEO

About Michigan Community Resources:

Michigan Community Resources (MCR) is a statewide nonprofit organization that seeks to build strong communities through strong organizations, strong leaders, and a strong nonprofit network. Since 1998, we have equipped nonprofit organizations serving income-diverse communities with the tools, resources, training, and consulting they need to do their best work.

Joining the MCR Team:

We are lawyers, community organizers, artists, writers, activists, advocates, people connectors, and more who share a fierce passion for Detroit and Michigan. We bring experience from across the globe to serve our clients. We value a positive internal team culture that is supportive and encouraging. We promote a healthy work life balance that supports our team members in centering life outside of work. We welcome energetic and innovative thought leaders to apply.

Purpose of the Role:

Michigan Community Resources (MCR) seeks a strategic and visionary Director of External Affairs & Communications to lead the organization's external positioning, communications strategy, and public engagement. This role will shape how MCR is understood by nonprofit leaders, funders, public officials, partners, and the broader community, ensuring that our voice, brand, and communications consistently advance our mission and long-term strategic priorities.

The Director will develop and lead an integrated external affairs strategy that strengthens MCR's reputation, expands its influence, elevates the organization's thought leadership, and supports fundraising, partnership development, and programmatic growth. The successful candidate is an exceptional strategist, communicator, and relationship builder who thrives at connecting organizational priorities with compelling narratives and meaningful stakeholder engagement.

The Director will steward MCR's voice not only as an organization, but as a trusted intermediary helping shape how stakeholders understand what thriving nonprofit ecosystems require. This individual will lead communications that move beyond promoting MCR's work to influencing the broader conversation about community power, nonprofit capacity, and systems transformation. Working across the organization and with external partners, this individual will identify opportunities to elevate shared narratives, challenge outdated assumptions, and position MCR as a leading voice advancing a stronger, more resilient nonprofit sector.

Specific Responsibilities Include:

External Affairs & Organizational Positioning

- Develop and implement an organization-wide external affairs and communications strategy aligned with MCR's strategic plan
- Serve as a strategic advisor to the Co-CEOs and senior leadership on organizational messaging, public positioning, and reputation management
- Identify opportunities to elevate MCR's visibility through partnerships, speaking engagements, media, publications, and sector leadership
- Cultivate relationships with philanthropic, nonprofit, government, and community partners that advance MCR's mission and strategic priorities
- Monitor emerging issues affecting the nonprofit sector and recommend communications strategies that position MCR as a trusted thought leader

Strategic Communications & Brand Strategy

- Lead the development of organization-wide messaging and narrative frameworks that ensure consistency across all audiences and communications
- Devise and implement marketing strategies that promote programs, initiatives, and organizational impact
- Provide strategic oversight of MCR's website, digital communications, social media, newsletters
- Ensure storytelling authentically reflects the experiences of nonprofit partners and communities while advancing MCR's mission
- Help position MCR for strategic funding opportunities through strong external messaging and organizational visibility
- Establish metrics to evaluate communications performance

Leadership and Organizational Support

- Supervise interns, fellows, and volunteers as needed
- Manage external consultants, designers, writers, and communications vendors
- Build communications capacity across the organization by coaching staff and strengthening internal communications practices
- Maintain regular, predictable attendance
- Ability to work flexible hours, including limited evenings and/or weekends
- Ability to work a hybrid schedule, with in-person days and events typically located in Detroit, MI
- Perform other duties as assigned

Required Knowledge, Skills, and Qualifications:

- Experience leading communications during periods of organizational growth or change
- Experience developing narrative change, thought leadership, public engagement, or issue-based communications strategies that influence audiences beyond traditional marketing
- Experience cultivating relationships with philanthropic, nonprofit, government, media, and community partners
- Strong understanding of brand strategy, media relations, digital communications and websites, and graphic design

- Experience with Adobe Creative Suite and basic website management
- Commitment to equity, community-centered communications, and strengthening the nonprofit sector

Preferred Experience:

- Bachelor's degree in communications, journalism, or related field
- 5+ years of similar work experience, especially nonprofit communications
- Experience with software tools for managing client interactions and maintaining client records, like Airtable, HubSpot, and SharePoint

Salary & Benefits

Salary: Starting at \$80,000 and may be adjusted according to qualifications and experience

We are extraordinarily proud of the benefits package that we offer our employees. PTO includes generous vacation and sick leave, company holidays, and regular Mental Health Fridays. We have competitive health, dental, and vision benefits, and an employer-sponsored 403(b) retirement plan.

Equal Opportunity Employer:

Michigan Community Resources is an equal opportunity employer.

How to Apply:

Interested persons can apply [here](#).