



Midwestern Higher Education Compact Communications Director

THE ORGANIZATION

The Midwestern Higher Education Compact (MHEC) brings together leaders from midwestern states to develop cost-savings opportunities, generate collaborative solutions to challenges and opportunities in higher education, and promote postsecondary alignment with workforce needs.

MHEC's contracts, programs, initiatives, and research save institutions and states millions of dollars annually, address issues that require interstate cooperation, and advance student success, postsecondary access and affordability, and workforce readiness.

One of four regional higher education compacts in the U.S., MHEC was authorized through legislation in 1991. Its contracts, research, programs, initiatives, and convenings are available to all public and private nonprofit institutions of higher education in the Midwest.

THE OPPORTUNITY

Higher education systems and institutions are dealing with constant shifts in how they approach their work, those they serve, and how they support workforce needs in their states and regions. By working directly with states, their leaders, and their stakeholders, MHEC has a unique opportunity to help them advance innovation, develop collaborative solutions to regional problems, and to drive cost savings and business solutions. The Communications Director will have a key role in helping MHEC best serve its member states and institutions.

ROLE DESCRIPTIONS

The Communications Director leads the development and execution of the organization's communications strategy while remaining actively involved in day-to-day implementation. This role is responsible for shaping key content and messaging, managing content across multiple platforms, and ensuring communications advance MHEC's mission, strategic priorities, and reputation with member states, policymakers, higher education leaders, partners, and the public.

Reporting to the Vice President of Contracts, Programs, and Communications, the Communications Director collaborates closely with the President, senior leaders, and staff across the organization to ensure consistent, clear, and effective communications.

KNOWLEDGE, SKILLS, AND ABILITIES REQUIRED

- Ability to develop and implement communications strategies aligned with organizational goals.
- Strong writing, editing, and verbal communication skills.
- Experience working with Adobe InDesign and PhotoShop or equivalent design software.
- Experience managing website content using a WordPress content management system.

- Experience working in email management and design software, customer relationship management systems, Microsoft Office Suite, and digital communications tools.
- Ability to collaborate effectively across teams and with external partners.
- Ability to work independently, manage competing priorities, and meet deadlines.
- Experience managing contractors and external vendors.
- Strong organizational and project management skills.
- Professional judgment, attention to detail, and discretion.

DUTIES AND RESPONSIBILITIES

- **Communications Strategy and Project Management – 35%**
 - Develop communications strategies and plans that advance MHEC’s strategic priorities and increase awareness of its value.
 - Tell MHEC’s story to external audiences across multiple platforms, expanding MHEC’s brand awareness and loyalty.
 - Track communications activities and outcomes to inform future planning and improvements and demonstrate value.
- **Communications Content Development and Execution – 65%**
 - Write, edit, and produce content for a variety of platforms, including websites, newsletters, presentations, printed materials, LinkedIn, and marketing materials.
 - Produce clear, engaging, and audience-appropriate communications that increase brand awareness and loyalty.
 - Plan, create, and manage regular email newsletters, including content development, editing, scheduling, and performance review.
 - Develop and update website content, working within the organization’s content management system to ensure accuracy, clarity, and accessibility. Collaborate with freelancers to support website improvements, maintenance, and enhancements.
 - Create and edit graphic materials using existing templates and brand guidelines (e.g., flyers, social media graphics, reports, presentations). Collaborate with freelance graphic designers to support more complex design needs.
 - Create and distribute news releases and promote MHEC’s policy work, research reports, programs and contracts externally, increasing awareness and positive perception of MHEC’s value. Respond to media inquiries and coordinate media interviews.
 - Ensure visual consistency and quality across all communications materials. Ensure consistent voice, tone, and branding across communications. Establish messaging frameworks and key narratives for external audiences.
 - Identify, manage, and coordinate freelance support, developing project scopes, timelines, and deliverables. Review and provide feedback on freelancer outputs to ensure quality and alignment with expectations.

REQUIRED EDUCATION AND EXPERIENCE

- Bachelor’s degree in communications, public relations, journalism, marketing, or related field required.
- 8+ years of experience in communications, with demonstrated responsibility for both strategy and execution.
- Experience in higher education, nonprofit organizations, government, or public policy environments preferred.

COMPENSATION AND BENEFITS

The targeted compensation for this role is \$105,000-115,000. MHEC offers a competitive benefits package including health, dental, and vision insurance, retirement plan contributions, short-term, long-term, and life insurance, and vacation and paid time off.

HOW TO APPLY

MHEC has retained Orion Search Group to assist in the hiring process. For more information about the opportunity, please contact Joel Bergstrom with Orion Search Group at (952) 345-1006 or joelb@orionsearchgroup.com.