



Title: Senior Vice President, Communications & External Affairs

Department: Communications & External Affairs **Business Unit:** Comms & Ext. Affairs

Reports to: Chief Communications and Attraction Officer **FLSA:** Exempt

Pay grade: 9 **Last updated:** 06/2025

Position Summary

The Senior Vice President (SVP), Communications & External Affairs is responsible for the leadership and executive direction of Michigan Economic Development Corporation's (MEDC) Communications & External Affairs Division through aspirational and innovative leadership of the legislative, external affairs, communications, protocol, and customer satisfaction functions of the organization. This position leads initiatives that build and foster strategic partnerships, and expand relationships with policy makers, industry leaders, media and other influencers and stakeholders. Operating through influence, this position facilitates the building of strong relationships with partners across key stakeholder groups, including but not limited to Michigan Strategic Fund (MSF), MEDC Executive Committee, Collaborative Development Council (CDC), Executive Office of the Governor (EOG), Legislators, Consul Generals, local, regional and federal partners and local, state and national media. This position oversees MEDC's government affairs strategy covering federal and state departments and agencies, policy makers, and regulatory bodies. The SVP oversees the development and execution of organizational strategy and is accountable for the development and implementation of MEDC and division strategic plans, with specific emphasis on partner and legislative support, economic missions and perception management activities of the organization. This position represents MEDC leadership to further the organizational mission, strategy, and direct positive change. Works with MEDC board members, the President/Chief Executive Officer, COO, CAO and Executive Staff to accomplish the strategic goals and objectives of the corporation.

Principal Duties and Responsibilities

These duties and responsibilities are judged to be "essential functions" in terms of the Americans with Disabilities Act or ADA. The below statements are intended to describe the general nature and level of work being performed by a person in this position. They are not to be construed as an exhaustive list of all duties that may be performed by such a person.

Title	Principal Duties and Responsibilities
Senior Vice President Communications & External Affairs	<ul style="list-style-type: none">• Leads and directs the work of Communications & External Affairs division to ensure that objectives and results are aligned with organizational goals and overall MEDC strategy and vision.• Provides executive oversight and programmatic direction to divisional leadership; develops budgets and directs strategic activities around targeted activities.• Oversees and builds relationships with regional and local partners to advance regional priorities and MEDC's mission and goals.



- Oversees, builds, and directs relationships with local, state and national legislators, state and local administrators, legislative associations, and regulatory agencies in support of MEDC's mission and goals; tracks and provides updates on external trends, developing points of view, and evolving legislation and policy.
- Oversees MEDC governmental communications efforts by evaluating and directing communication linkages with opinion leaders statewide in order to be responsive to changes across Michigan and strengthen MEDC's ability to serve the State of Michigan.
- Ensures that the MEDC executive team is fully informed of governmental relations, stakeholder engagement and media relations issues and their impact to the MEDC, including communicating formal written analyses and recommendations, facilitating general updates/summaries of legislative activity.
- Oversees the team managing protocol matters for the MEDC, the Governor's Office, other state agencies and local economic development partners, including facilitation of gubernatorial trade and investment missions that support new foreign direct and domestic investment-related activities; directs the coordination of international visitors to the state.
- Oversees proactive communications and story-telling strategies to advance organizational goals across audiences including legislators, media, businesses and communities.
- Oversees a data-driven approach to customer satisfaction, facilitating the use of informed data in developing messaging, tactics and communications across key target audiences and industries.
- Ensures effective and efficient operations through procedural and programmatic analysis.
- Meets with key leadership to review goals and performance, to discuss internal process and ideal outcomes, and to identify challenges and develop solutions to resolve them.
- Ensures that the MEDC executive team is fully informed of divisional issues and their impact to the MEDC, including providing formal written analyses and recommendations, and scheduled general updates.
- Represents the MEDC at various business meetings, boards, committee hearings, events and presentations; leads and facilitates complex discussions and brings groups to actionable outcomes.



- Performs other special assignments, as requested.

Supervisory Responsibilities:

This position has supervisory responsibilities.

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee regularly sits, uses their hands, talks, and listens. Occasionally, they stand, walk, reach, and bend. They may need to lift or move up to 10 pounds. Specific vision abilities required include close vision and the ability to adjust focus, especially when working on a computer screen and with small numbers. Travel may be required for this position, generally within the State of Michigan.

Work Environment:

The noise level in the work environment is usually quiet.

Employment Qualifications

The qualifications listed below are guidelines for selection purposes; alternative qualifications may be substituted if sufficient to perform the duties of the job.

Education:

This position requires a bachelor's degree from a four-year college or university in Business, Economic Development, Finance, Public Administration, Political Science, or related field. Advanced degree preferred.

Experience:

Title	Experience
Senior Vice President of Communications and External Affairs	Ten years of related experience. Experience and/or training in management, preferably with a public administration or political science focus, including two years of senior level management over key operational divisions; or an equivalent combination of education and experience.

Certificates, Licenses, or Registrations:

None required.



Other Knowledge, Skills, and Abilities:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. Ability to analyze, assess, and direct activities for key organizational results.
2. Ability to function with strong interpersonal skills and the ability to coach and guide employees.
3. Ability to lead, motivate and move corporation forward from both individual employee and overall organization perspectives.
4. Ability to function with excellent written and verbal communication skills with keen listening skills and negotiation skills.
5. Ability to read, analyze, and interpret the most complex documents.
6. Ability to respond to the most sensitive inquiries or complaints.
7. Significant knowledge of current legislation and the ability to interpret statutes as they relate to economic development activities.
8. Ability to exercise judgment within generally defined practices/policies in selecting methods and techniques for obtaining results.
9. Ability to write speeches and articles using original or innovative techniques or style.
10. Ability to make effective and persuasive speeches and presentations on controversial or complex topics to top management, public groups, and/or boards of directors.
11. Ability to apply principles of logical or scientific thinking to a wide range of intellectual and practical problems.
12. Ability to define problems, collect data, establish facts and draw valid conclusions.
13. Ability to effectively use common business computer software such as word processing, spreadsheet, and presentation software.
14. Ability to travel throughout Michigan.