



Title: Global Attraction Manager

Department: Market Growth & Business Attraction

Reports To: Managing Director, Global Attraction

Pay grade: 5

Business Unit:

FLSA: Exempt

Last updated: 09/2026

Position Summary

The Global Attraction Manager serves as part of the Global Attraction team responsible for executing strategies to attract domestic and international business investment resulting in job creation, capital investment and long-term economic growth. This role develops proactive attraction efforts in select markets, countries and industries aligned with MEDC's strategic plan to identify and market Michigan's assets to targeted companies to encourage investment; promotes state and local economic development assets; analyzes national/international business trends and manages and leads business attraction strategies and initiatives directed toward national/international business development; and builds and maintains relationships with prospective investors, key external business influencers, internal business clients and local economic development partners to facilitate new investment and job creation in Michigan.

Position Progression

Title	Pay Grade	FLSA
Global Attraction Manager	5	Exempt

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
Global Attraction Manager	• Develops and implements domestic and international business attraction strategies aligned with organizational priorities. • Identifies and markets Michigan's assets to national/international companies to encourage investment and job creation in the state either through direct investment or a strategic alliance with a Michigan company. • Builds and maintains relationships with prospective investors by visiting target markets and companies including those with Michigan sales, significant supply chain presence, research and development, manufacturing, or other facilities, and participating in related trade shows and networking events. • Generates and manages a pipeline of qualified business attraction projects.



Title	Principal Duties and Responsibilities
	• Tracks project progression weekly through creating and analyzing the corresponding activity reports in Salesforce and meeting or exceeding projected metrics. • Maintains strong coordination and lines of communication across the business development team to ensure alignment, effective troubleshooting and consistent and seamless handoffs at relevant points in the process. • Collaborate with Field Marketing team to promote Michigan's competitive advantages. • Plans, organizes and participates in investment missions to target markets, including serving as the lead coordinator for assigned Governor-led and MEDC-led investment missions and related events. • Assists with market analysis to determine most advantageous market segments for program focus. • Works closely with the governor's office and local partners as appropriate on events and/or missions in Michigan, throughout the US and to international markets by proactively identifying and vetting companies for future projects. • Coordinates with local, regional and state partners to support investment attraction efforts. • Represents MEDC to present MEDC activities and strategies at stakeholder meetings and/or industry events. • Prepare presentations, proposals and executive briefings for both prospective investors and MEDC leadership. • Performs other related duties as directed.

Supervisory Responsibilities:

No 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 frequently remains in a stationary position and operates or handles computers and office equipment, including copy machines and cell phones. Occasional standing, walking, reaching, or bending may be required. The employee must be able to communicate information and ideas effectively to ensure understanding and facilitate the exchange of accurate information. The ability to perceive, process, and interpret information in various formats is required to perform essential job functions. Specific vision abilities required include close vision and the ability to adjust focus, especially when working on a computer screen and with small numbers. Position may occasionally require extended hours outside of the normal 8-5 workday.



Travel Requirements

Frequent statewide, national, and international travel is required.

Work Environment:

The noise level in the work environment is usually moderate.

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 in National/International Business, Marketing, Business Administration, Finance, or related field; or equivalent combination of education and experience.

Experience:

Title	Experience
Global Attraction Manager	Three years of related experience. Experience and/or training in commercial financial analysis, marketing, international marketing, workforce development, public or private economic or community development, public speaking and/or project management. Foreign language skills preferred.

Certificates, Licenses, or Registrations:

Economic Development Finance Professional (EDFP) or Certified Economic Developer (CEcD) preferred; valid passport 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 read, analyze, and interpret technical journals, financial reports and other complex documents.
2. Ability to apply principles of logical or scientific thinking to a wide range of intellectual and practical problems.
3. Ability to respond to common inquiries or issues from a broad range of customers including but limited to local partners, business customers, legislators and other stakeholders.
4. Ability to define problems, collect data, establish facts, and draw valid conclusions.
5. Ability to deal with a variety of abstract and concrete variables.
6. Ability to function with keen attention to detail.
7. Ability to function with strong written and verbal communication skills.
8. Ability to effectively present information to top management, public groups, and/or boards of directors.
9. Ability to write speeches and articles for publication that conform to prescribed style and format.
10. Ability to effectively use common business computer software such as word processing,



spreadsheet, presentation software; and/or specific software related to the position responsibilities.

11. Ability to utilize a customer relationship management (CRM) system, such as Salesforce.