



Title: Press Secretary

Department: Communications

Business Unit: Communications &
External Affairs

Reports to: Vice President, Communications

FLSA: Exempt

Pay grade: 5

Last updated: 5/21/25

Position Summary

The Press Secretary is responsible for executing strategic and proactive public relations efforts for the Michigan Economic Development (MEDC) and its Make It In Michigan economic development strategy. This position leads the day-to-day interaction with in-state media, provides guidance to public relations partners, both across state government and among external contractors, and executes messaging initiatives to support MEDC's perception management and story-telling efforts and key stakeholder engagement. This position works cross-functionally across all MEDC business units and serves as the organization's lead spokesperson on a wide range of issues.

Position Progression

Title	Pay Grade
Press Secretary	5

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
Press Secretary	<ul style="list-style-type: none">• Acts as spokesperson and Public Information Officer for MEDC's core programming and strategic functions.• Leads crisis communications efforts for the organization.• Manages public relations initiatives related to the MEDC, including formulating and driving media engagement strategy and offering strategic guidance on communications plans to drive positive earned outcomes and foster strong media relationships.• Actively develops and executes a comprehensive pitching strategy to promote owned stories to media outlets, including radio, television, podcast, influencer and print media opportunities.• Leads media efforts for MEDC to promote breadth of activity and engagement in Michigan, including involvement at economic development related meetings, conferences, and events.• Responds to media requests in coordination with internal subject matter experts along with external contractors and agency partners where appropriate.



- Creates press releases and other communication documents promoting the MEDC for distribution to media, social media, boards, the legislature and the business community.
- Builds and maintains effective relationships with in-state and industry news media representatives.
- Staffs MEDC leadership at news opportunities and other critical events throughout the state to support on-site media engagement and monitors coverage to follow.
- Establishes/formulates guidelines and policies associated with media and public inquiries.
- Develops comprehensive communications plans for key announcements and rollouts to ensure alignment among internal staff and external partners, including timeline considerations, key messages, potential challenges and pitching recommendations.
- Directs and coaches MEDC staff on public speaking engagements, presentations and preparation of articles for publication.
- Coordinates appropriate messaging with FOIA requests with the MEDC Legal team.
- 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 regularly sits, uses their hands, talks, and listens. Occasionally, they stand, walk, reach, and bend. They may need to lift or move up to 40 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. Position responsibilities require frequent travel both domestically and internationally when attendance at events is necessary.

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 Communications, Marketing, Public Relations or related field; or an equivalent combination of education and experience.



Experience:

Title	Experience
Press Secretary	Four years of related experience. Experience and/or training in the following: <ul style="list-style-type: none">• Public relations; communications; writing news releases, news stories, articles and other publications.• Experience in web communications or technology-focused public relations activities, and experience working at or with a public relations agency or communications company is preferred.• Experience being on the record with media strongly preferred.

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 read, analyze, and interpret business journals and documents, procedural manuals and technical instructions.
2. Ability to function with strong written and verbal communication skills.
3. Ability to write speeches and articles for publication that conform to prescribed style and form.
4. Ability to effectively present information and respond to questions groups of managers, clients, customers and the general public.
5. Ability to define problems, collect data, establish facts and draw valid conclusions.
6. Ability to interpret an extensive variety of technical instructions and deal with several abstract and concrete variables.
7. Ability to grasp position-specific software with minimal training, including word processing, presentation and/or other specialized software specific to this role.
8. Ability to adapt to changing forms of communication outlets and tools.
9. Ability to travel throughout the State of Michigan.