
MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

TITLE: SVP, EXTERNAL AFFAIRS

FLSA: EXEMPT

REPORTS TO: CHIEF EXECUTIVE OFFICER

REVISED: MARCH 2022

PAY GRADE: 9

POSITION SUMMARY

Responsible for the leadership and executive direction of MEDC's External Affairs Division through aspirational and innovative leadership of the external affairs, protocol, and legislative function. Leads initiatives that build and foster strategic partnerships, and expand relationships with policy makers, industry leaders, and other influencers and stakeholders. Operating through influence, the executive facilitates the building of strong relationships with partners across key stakeholder groups, including but not limited to Michigan Strategic Fund (MSF), MEDC Executive Committee, Michigan Economic Development Foundation (MEDF), Collaborative Development Council (CDC), Executive Office of the Governor (EOG), Legislators, regional and local partners, et al. Oversees MEDC's government affairs strategy covering federal and state departments and agencies, policy makers, and regulatory bodies. 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. Represents MEDC leadership to further the organizational mission, strategy, and direct positive change. Works with MEDC board members, the President/Chief Executive Officer, COO 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)

- ✎ Leads and directs the work of 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 issues and their impact to the MEDC, including communicating formal written analyses and recommendations, facilitating general updates/summaries of legislative activity.
- ✎ Oversees all protocol matters for the MEDC, the Governor's Office, other state agencies and local economic development partners; facilitates 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 international attraction missions; interacts with the diplomatic community, and



- cultivates relationships with key strategic partners throughout the state such as; MI Consular Corps, Regional Economic Development Partners, MI CVBs, etc.
- ☞ 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.
- ☞ Develops and implements budget strategies that encourage fiscal accountability at the division level.
- ☞ 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.

The above 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.

RECOMMENDED EMPLOYMENT QUALIFICATIONS

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: This position requires a minimum of ten years related 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 equivalent combination of education and experience.

SUPERVISORY RESPONSIBILITIES: The position has supervisory responsibilities.

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.)

REQUIRED:

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. Ability to write speeches and articles using original or innovative techniques or style.
8. Ability to make effective and persuasive speeches and presentations on controversial or complex topics to top management, public groups, and/or boards of directors.
9. Ability to apply principles of logical or scientific thinking to a wide range of intellectual and practical problems.
10. Ability to define problems, collect data, establish facts and draw valid conclusions.
11. Ability to effectively use common business computer software such as word processing, spreadsheet, and presentation software.

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 is regularly required to sit, use hands to finger, handle, or feel; talk and hear. The employee is occasionally required to stand; walk; reach with hands and arms; and stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision, and ability to adjust focus, especially due to concentration on a computer screen and small numbers. Travel is required with the potential of frequent overnight stays.

WORK ENVIRONMENT:

The noise level in the work environment is usually moderate.

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