
MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

TITLE: STORYTELLING CONTENT SPECIALIST

FLSA: EXEMPT

REPORTS TO: MANAGER, STORYTELLING AND COMMUNICATIONS

UPDATED: OCTOBER 2024

PAY GRADE: 4

POSITION SUMMARY

This business unit is charged with communication and marketing efforts for the MEDC as part of the overall objective of growing Michigan's economy and population and improving Michigan's image as a world-class business and leisure travel destination. This position will: Develop and draft key communications to media and stakeholders through editorial content, speeches, press releases, website content and other communication forums. Support efforts to inform key stakeholders and the public about all aspects of MEDC's strategic focus area of promoting Michigan's image as a world-class place to live, work, visit and play. This position provides support to program administration in the areas of marketing, communication and public relations.

PRINCIPAL DUTIES AND RESPONSIBILITIES

(These duties and responsibilities are judged to be "essential functions" in terms of the Americans With Disabilities Act or ADA)

- ✎ Coordinates editorial content and key messaging related to the Michigan Economic Development Corporation across public relations and marketing materials, including researching key trends/topics and developing key messages.
- ✎ Writes and develops marketing and owned content that educates and informs target audiences and directs them toward desired calls to action via multiple distribution channels.
- ✎ Proofreads content for errors and inconsistencies. Edits and polishes existing content to improve readability and SEO performance.
- ✎ Develops and drafts executive communications, including speeches/remarks, talking points, op-eds, press releases and presentations.
- ✎ Supports the development of communication plans for MEDC leadership and business units.
- ✎ Builds and maintains strategic communications functions to facilitate relationships with internal customers and key MEDC stakeholders.
- ✎ Coordinates with agency partners to develop and execute key media pitches and thought leadership content.
- ✎ Leads the development of owned storytelling narratives in partnership with internal teams and subject matter experts, including through success stories, Voices features and other blog article-style content.
- ✎ Tracks industry trends and breaking news to develop both timely and long-form content promoting Michigan's strengths as a place to live, work, visit and play.
- ✎ Assists with MEDC involvement at economic development related meetings, conferences, and events.
- ✎ Assists in the content creation for web-based communications projects.
- ✎ Performs other related duties as directed.

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 in communications, Marketing, Public Relations or related field or an equivalent combination of education and experience.

EXPERIENCE: This position requires a minimum of three to five years of writing/content creation experience and/or training in public relations; communications; writing news releases, news stories, articles and other publications; word processing, presentation, and/or other specialized software related to the position responsibilities.

SUPERVISORY RESPONSIBILITIES: No 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 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.

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.

WORK ENVIRONMENT:

The noise level in the work environment is usually quiet.

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