

Business Leaders for Michigan
Vice President of Marketing & Communications
Job Description – 8.12.21

Business Leaders for Michigan is seeking an experienced individual to fill the role of Vice President of Marketing & Communications. Our ideal Executive will have:

- Working knowledge of public policy, the legislative process and business operations
- Excellent written and verbal communication skills
- The ability to exercise good judgement in a variety of situations, including political judgement and sensitivity
- Experience working with policy-makers and C-suite executives
- Strong relationships with media outlets
- The ability to manage multiple projects and vendors

This role is a critical part of our mission-driven environment and the ideal candidate must be results-driven to fulfill the responsibilities of the job. Business Leaders for Michigan is a premier employer in the nonprofit segment and offers a great work environment as well as a competitive salary and benefits package. Learn more about us at www.businessleadersformichigan.com

Key Responsibilities:

- Develop and execute a communications plan to increase awareness and build support for the organization's priorities and events
- Execute earned, paid and social media public awareness campaigns
- Manage and update the organization's website
- Produce publications, collaterals, talking points, videos, op-eds, PowerPoint presentations, e-newsletters, press releases and related materials
- Work with member companies and partner organizations to promote various priorities
- Serve as spokesperson for the organization, including routine interaction with the media

Qualifications:

- Expert-level written and verbal communication skills
- Proven ability to handle confidential information with discretion, be adaptable to various competing demands, and demonstrate the highest level of customer/client service

Education and Experience Requirements:

- Bachelor's degree in marketing or communications, or comparable experience
- Experience working with a variety of media outlets
- Experience working with elected officials and C-suite executives
- Experience serving as spokesperson
- Experience managing multiple projects and vendors

About BLM:

Business Leaders for Michigan, the state's business roundtable, is dedicated to making Michigan a "Top Ten" state for jobs, personal income and a healthy economy. The organization is composed exclusively of the chairpersons, chief executive officers, or most senior executives of Michigan's largest companies and universities. Our members drive nearly 40 percent of the state's economy, generate over \$1 Trillion in annual revenue and educate nearly half of all Michigan public university students.

Submit resume and cover letter to: HR@businessleadersformichigan.com