



**Chief Executive Officer —
Marshall Area Economic Development Alliance (MAEDA/Choose Marshall)**

Location: Marshall, Michigan

Employment Type: Full-Time

Salary: Salary Range: \$125,000 to \$160,000, commensurate with qualifications and experience, plus an approved benefits package.

Position Summary

The CEO serves as the strategic leader of MAEDA (aka “Choose Marshall”), a unified chamber of commerce and economic development organization dedicated to advancing the prosperity, vitality, and identity of the greater Marshall region. This executive provides vision, direction, and leadership across all organizational functions — including economic development, business services, tourism, marketing, events, community engagement, administration, and partnership building — ensuring high impact for residents, visitors, businesses, and public-sector partners.

In addition, the CEO plays a critical role as lead coordinator and relationship manager for the State of Michigan’s Major Campus industrial development site and associated regional development initiatives. This includes guiding complex land-development processes, coordinating governmental and regulatory actions, navigating infrastructure planning, and facilitating multi-agency partnerships to advance one of Michigan’s most significant transformational economic development opportunities.

Organizational Overview

MAEDA leads consolidated economic development efforts for the City of Marshall and affiliated local development authorities, while also serving as the city’s chamber of commerce and destination marketing agency. Its mission spans business attraction and retention, workforce development, tourism promotion, placemaking, downtown vitality, community storytelling, and major community events.



Key Leadership Responsibilities

1. Vision, Strategy & Organizational Direction

Set and execute a bold, future-oriented vision for regional economic growth, community vitality, tourism expansion, and business climate enhancement.

Translate emerging needs and opportunities into strategic plans that unify business, government, nonprofit, and regional partners.

Champion innovation in economic development, marketing, public storytelling, placemaking, and visitor experience design.

2. Industrial Development, Major Campus Leadership & Project Coordination

Serve as MAEDA's lead coordinator for development initiatives connected to the MAJOR Campus and surrounding strategic assets. Coordinate planning milestones, development-readiness activities, property matters, infrastructure discussions, and grant-related requirements within MAEDA's authority and contractual responsibilities.

Coordinate MAEDA's participation in land-use and governmental processes involving annexation agreements, Act 425 transfers, zoning, planning reviews, and related approvals. Work collaboratively with the City, townships, development authorities, state agencies, consultants, utilities, developers, and property owners while recognizing the independent legal authority of each participating entity.

Manage relationships among MAEDA, MEDC, local governments, developers, property owners, and community stakeholders, facilitating consensus and solving complex multi-party issues.

Support industrial site marketing in collaboration with state and regional partners, informed by market trends and infrastructure readiness assessments.

Coordinate infrastructure discussions involving water/sewer systems, utilities, transportation, and long-term service planning.



3. Economic & Community Development Leadership

Direct strategies for business attraction, retention, workforce capacity building, and stewardship of transformational development assets—including the MAJOR Campus.

Strengthen relationships with state, countywide, regional, and federal partners, leveraging Michigan's economic development platforms and grant opportunities.

Guide downtown development, business district enhancement, and beautification programs to support community and commercial vitality.

4. Chamber of Commerce Leadership

Oversee chamber programming, business services, membership retention and growth, and stakeholder relationship development.

Support a portfolio of high-impact business events and community experiences, ensuring they strengthen commerce and build business engagement.

Advocate for local businesses and serve as a visible convener of key stakeholders.

5. Marketing, Branding & Communications Leadership

Provide visionary oversight of MAEDA's marketing direction, brand strategy, communications, digital presence, and multi-channel storytelling.

Ensure high-quality content (print, digital, video) that reinforces Marshall's identity as a premier destination for visitors, businesses, and investors.

6. Tourism & Visitor Experience Leadership

Guide tourism strategy development, including tours, attractions, events, group travel, and hospitality partnerships.

Champion placemaking, historic narrative development, and visitor experience enhancements that boost regional identity and visitation.



7. Infrastructure, Community Systems & Long-Term Planning

Coordinate planning and implementation related to utilities, transportation, and other infrastructure essential to development readiness and long-term community prosperity.

Identify and pursue grant funding, public-private partnerships, and strategic investments supporting economic and community development.

8. Executive Leadership, Administration & Organizational Stewardship

Inspire and lead a multidisciplinary team across economic development, chamber operations, marketing, tourism, events, and administration.

Oversee financial management, budgeting, reporting, audits, and operational policies.

Foster a high-performance internal culture built on creativity, accountability, collaboration, and results.

Prepare reports, presentations, and briefing materials for government bodies, boards, and stakeholders.

Hire, supervise, develop, and evaluate staff consistent with Board-approved policies. Recommend an appropriate organizational structure and staffing levels to the Board.

Assign responsibilities, establish performance expectations, and hold staff accountable for measurable results.

Maintain operational continuity, succession planning, and effective administrative systems.

Administer personnel policies approved by the Board.

9. Partnerships, Advocacy & Community Engagement

Build and maintain strong relationships with government, regional agencies, tourism networks, educational institutions, historical organizations, business leaders, and residents.

Serve as a trusted ambassador for the business community and a liaison among organizations with diverse or competing interests.

Guide stakeholder engagement, outreach strategies, and public communication related to development initiatives.

10. Board Relations & Governance

Report to the MAEDA Board of Directors and Executive Committee; maintain strong communication and alignment.

Supply required updates, financial actions, and compliance materials in accordance with organizational bylaws.

Required Qualifications

- Bachelor's degree.
- Minimum 5 years of experience in economic or community development.
- Demonstrated experience working with public, private, and nonprofit stakeholders.
- Familiarity with Michigan economic development programs, regulatory processes, land-use planning, zoning, and municipal governance.
- Experience administering grants and ensuring regulatory compliance.

Preferred Competencies & Attributes

- Visionary, strategic thinker able to convert ideas into action.
- Strong negotiation, facilitation, consensus-building, and conflict-resolution skills.
- Excellent written, verbal, and public-presentation communication abilities.
- Collaborative, inspirational leader who empowers staff and partners.
- Financial acumen and understanding of nonprofit operations.
- Expertise in project management, public engagement, policy analysis, and critical thinking.
- Creativity and innovation in marketing, tourism, and placemaking.



Additional Position Expectations

Regular in-person attendance is required.

Occasional regional and overnight travel may be required.

The successful candidate must possess a valid driver's license or otherwise have reliable transportation sufficient to perform the position's responsibilities.

The CEO must exercise appropriate discretion when handling confidential business, development, financial, legal, and personnel information.

The position requires attendance at evening meetings, community events, and occasional weekend activities and requires flexibility beyond normal business hours. The CEO is expected to attend, or ensure appropriate staff representation and coordination for, Board and governmental meetings, public meetings, community events, business functions, and other MAEDA-related activities that occur during evenings or weekends.

The CEO will serve as a principal spokesperson for MAEDA when authorized by the Board.

Employment may be contingent upon satisfactory completion of reference and background checks conducted with the candidate's written authorization.

Residency

Residency in the Marshall area is preferred upon acceptance of this role.

How to Apply

Interested candidates should submit a resume, cover letter, and three professional references to **jobs@choosemarshall.com**. Questions regarding the position may also be directed to this email address.