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**Position Title:** Business Attraction Intern  
**Company Name:** Lansing Economic Area Partnership (LEAP)  
**Period:** May - August 2019  
**Compensation:** Unpaid  
**Position Type:** Intern  
**Reports to:** Keith Lambert, Vice President of Business Attraction

**Position Description:**

To support LEAP's business attraction strategy for the Lansing tri-county region through target industry research, database development, and information synthesis and analysis. The position will be responsible for developing meaningful business intelligence for use in the field via a variety of computer and web tools, ranging from common practice (Microsoft Excel/PowerPoint/Word) to more customized (LinkedIn Sales Navigator, Salesforce) to very unique (an AI-driven database platform – Gazelle.ai). The Business Attraction Intern will serve an important role in empowering the Vice President of Business Attraction with the proper intelligence to build compelling business cases and drive prospective investment and job creation projects forward in the Lansing region. This role will also support in gathering and articulating real-time research for information requests of prospective companies and for active attraction projects.

**Key Roles and Responsibilities:**

The Business Attraction Intern will be responsible for, but won't be limited to, the following points:

- Coordinate the compiling of data and structuring of reporting outputs via Salesforce, LinkedIn Sales Navigator, and Gazelle
- Develop a comprehensive strategy for using Gazelle to hone in on and conduct outreach to target companies
- Assemble tailored data and information pieces for the time-sensitive site search and Request for Information (RFI) needs of companies and site consultants
- Conduct target industry cluster research with a focus on strengthening our region's "business case" and highlighting assets to our target industries
- Assist with coordinating activities around active business attraction projects
- Assist with other special projects related to business attraction as necessary

**Work/Life Balance:**

- This position is part time, to the tune of an expected 20 hours a week
- Though a regular schedule is preferred, there is flexibility in terms of hours spent in the office versus working from home, and in any week-to-week fluctuation
- the VP of Business Attraction will work with the ideal candidate to create a suitable schedule, with attendance of regular staff meetings and special meetings/events encouraged

**Qualifications:**

- Bachelor's degree in finance, economics, business administration, public administration, marketing, communications, urban planning or similar is preferred.
- Demonstration of business strategy and industry analysis capability.
- Demonstration of writing capability.
- Possess reliable transportation for office commutes and travel throughout the region (and sometimes outside the area) as necessary
- Possess functional/reliable personal computer equipment to perform all duties and responsibilities of the role

**Skills Necessary:**

- Resourcefulness in setting priorities, proposing new ways of creating efficiencies in research, database analysis and management, and outreach practices
- Ability to organize and meet strict deadlines for a wide variety of ad hoc requests
- Strong analytical, interpersonal, written and oral communication skills; able to communicate with a broad and diverse audience of all levels
- Strong strategic thinking and problem-solving skills
- Capacity for creative planning and implementation
- Ability to work both independently and in a collaborative team environment
- Demonstrate a high level of self-direction and an orientation to achieve results
- Ability to maintain confidentiality of highly sensitive information. Absolute integrity and discretion is essential

**About LEAP:**

The Lansing Economic Area Partnership (LEAP) is one of the ten Collaborative Development Council (CDC) region members across Michigan, as designated by the Michigan Economic Development Corporation (MEDC) and State of Michigan. LEAP serves as the economic development organization representing Ingham, Eaton and Clinton Counties – the Lansing region.

LEAP is a private, not-for-profit 501(c)6 economic development organization. As a public private partnership, LEAP is financially strong and enjoys broad support in both the private and public sectors, with 2/3 of funding provided by the private sector. Its Board of Directors is made up of a wide variety of CEOs, university/college Presidents and political leaders of the region. LEAP has a current staff of 12 and growing. Its offices are located in an adaptive reuse office building in Lansing's historic REO Town/downtown, with free on-site parking beside the river trail.

The LEAP office culture is one of openness, transparency, lively idea sharing and debates, total team work, sharing of credit, working very hard, personal encouragement and we have fun!

*Lansing Economic Area Partnership (LEAP) provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, gender identity, national origin, age, disability, sexual orientation, or veteran status. In addition to federal law requirements, LEAP complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfers, leaves of absence, compensation and/or training.*