

Position Description

Business Attraction Intern



What we're looking for (approx. 20 hours a week, fully remote, unpaid)

The Lansing Economic Area Partnership (LEAP) is seeking a Business Attraction Intern to support its business attraction strategy for the tri-county region. Interns will use target industry research, database development and information synthesis/analysis to develop meaningful business intelligence.

The business attraction intern will play a critical role in equipping LEAP's business attraction team with the proper intelligence to build compelling business cases and drive prospective investment and job creation projects forward in the Lansing region. Interns will also support in gathering and articulating real-time research for information requests by prospective companies for active attraction projects.

What you'll do

- Coordinate compilation of data and structure of report outputs via Salesforce, LinkedIn Sales Navigator and Gazelle.ai
- Develop comprehensive strategy for using Gazelle.ai to hone in on and conduct outreach to target companies
- Assemble tailored data and information 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 target industries
- Assist with coordinating activities around active business attraction projects
- Assist with other special projects related to business attraction as assigned

What you need

- Currently completing a bachelor's degree, or within one semester of completing an associate degree, in finance, economics, business administration, public administration, urban planning, communications or other related discipline
- Demonstration of business strategy and industry analysis skills
- Reliable transportation for regional travel; reliable personal computer equipment
- Ability to set priorities, meet strict deadlines; flexibility with changing priorities
- Strong analytical, intrapersonal, written and oral communication skills; ability to communicate with a broad and diverse audience
- Ability to work both independently and in a collaborative team environment
- Ability to maintain confidentiality of highly sensitive information

Questions?

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