



1000 S Washington Avenue, Suite #201  
Lansing, Michigan 48910-1682  
P: (517) 702-3387 | F: (517) 702-3390  
[purelansing.com](http://purelansing.com)

# Equity and Entrepreneurship Communications and Program Specialist

**Company Name:** Lansing Economic Area Partnership (LEAP)

**Compensation:** Salaried in \$50,000 - 60,000 range commensurate on demonstrated skills and experience.

**Benefits:** Performance pay; premium-free medical, dental and vision coverage; 401(k) match program with 6% match from day one; a diverse, dynamic and flexible environment; generous personal time allowance and holiday leave, including 80 PTO hours immediately following 90-day probationary hire period and continued accumulation after that; hybrid and flex schedule options.

**Location:** LEAP's office is located in a historic redeveloped building in the heart of the REO Town district with free parking, immediate access to the River Trail and within a short walk or bike ride to downtown Lansing.

**Position type:** Exempt (Fulltime)

**Reports to:** Victoria Meadows, Chief Strategic Officer

**Application Deadline:** Open until filled. Interviews expected to begin January 10, 2022.

**To Apply:** Send cover letter, resume and references to [careers@purelansing.com](mailto:careers@purelansing.com), attention: HR Manager

## Position Description

The Lansing Economic Area Partnership (LEAP) is seeking a dynamic, creative, passionate and experienced communications professional to join one of the top economic development organizations in the nation to support the internal and external communication and programming needs of LEAP's Department of Equitable Economic Planning (DEEP) and Entrepreneurship and Innovation (EIT) Department.

As a key member of LEAP's Marketing and Communications team, this position serves as a strategic storyteller for economic equity and entrepreneurship in the Lansing region with a focus on managing, deploying, and creating impactful, high-quality communications and marketing content for use in social media, digital advertising, email, website and print. Additionally, this position leads grant strategy, writing and management for DEEP; works with organizational leaders, community partners and entrepreneurs to expand equitable entrepreneurship in the region; and supports LEAP's groundbreaking programs, including One and All, Level Up, Elevate, The Hatching, and more.

The ideal candidate will possess a strong sense of commitment and teamwork, a deep understanding of diversity, equity and inclusion, relevant professional experience, a willingness to manage multiple projects and initiatives simultaneously, a diverse world outlook and desire to help change and impact the Lansing region with profound passion and vision.

## Key Roles and Responsibilities

The Equity and Entrepreneurship Communications and Program Specialist will be responsible for, but not limited to the following:

### Program Support

- Provide project management support for DEEP and EIT programs.
- Research and develop operational best practices guidelines for underrepresented business organizations.
- Coordinate and manage DEEP advisory committee meetings and engagement.

### Marketing, Communications and Branding

- Create, deploy and manage marketing content such as: infographics, podcasts, videos, blog posts, website content, white papers, presentations, email messaging, etc. to reach and influence DEEP and EIT program audiences.
- Create and deploy tactical communications and marketing campaigns to attract applicants and promote the success of DEEP and EIT programs and events, including individual program graduate profiles, video content, etc.
- Provide support for DEEP and EIT events, including event planning, logistics, collateral and content.
- Measure, track, report, and optimize content performance across multiple channels.
- Serve as a thought partner in maintaining and developing both the LEAP and regional brand and narrative.

### Grant Seeking

- Develop and lead equity-focused grant-seeking strategy, including writing, researching and editing grant proposals.

### Media Relations

- Develop editorial calendar, organize and conduct press events, draft and distribute press releases and editorials and conduct proactive media outreach focused on topics of equitable development and points of interest within underrepresented groups, and EIT programs and audiences.

### Digital Strategy and Content Creation

- Develop and deploy equity and entrepreneurship related social media content.
- Manage multiple social media accounts and related editorial calendars for equity and entrepreneurship content and audiences.
- Create and manage application and marketing portals for DEEP and EIT programs.
- Contribute to strategic growth of social media channels.
- Assist in the ongoing development and maintenance of LEAP's website.

### **Required Qualifications**

- Unique or personal business development experience **or** bachelor's degree **or** the equivalent combination of post-secondary education and experience in communication, English, professional writing, journalism, public relations, graphic design, advertising, marketing or a similar field is required.
- Experience (work or lived) with historically underserved and systematically marginalized people.
- Demonstrated ability to create, deploy, optimize and manage content across multiple media channels, including social media, web, video, podcast, digital advertising and print formats.
- Substantial experience and demonstrated success developing and managing comprehensive strategic marketing, communications, and social media campaigns.
- High degree of digital fluency using cloud-based office tools, CRMs, team collaboration tools, and other web-based applications.
- Strong analytical, interpersonal, written and oral communication skills; able to communicate with a broad and diverse audience of all levels.
- Must have reliable transportation for travel throughout the region (mileage reimbursement policy in place).
- Willingness to participate in meetings and events outside of traditional business hours.

### **Skills Necessary**

- Excellent writer with strong writing and/or copywriting background.
- Ability to create high-quality multimedia marketing content.
- Project management experience.
- Grant writing experience.
- Knowledge of and commitment to DEI concepts, practices and communications.
- Resourcefulness in setting priorities, proposing new ways of creating efficiencies.
- Ability to organize and meet deadlines for a wide variety of ad hoc requests and projects.

- Experience with digital marketing, marketing automation and social media and media monitoring analytic tools.
- Ability to easily adopt new technologies.
- Strong working knowledge of web-based tools and proficiency in Microsoft Outlook, Word, Excel and PowerPoint and Adobe Creative Suite software.
- 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.
- Possess a sales-oriented mindset and client-driven approach.

### **About LEAP**

The Lansing Economic Area Partnership (LEAP) is a leading economic development organization recently named by *Site Selection* magazine as one of the nation's top 20 economic development organizations. LEAP proudly represents the tri-county Lansing region, including Clinton, Eaton and Ingham counties and has an annual contract with the region's urban core city (Lansing) to act as the City's economic development department. LEAP is considered a cutting-edge leader in incorporating diversity, equity and inclusion (DEI) into its economic development programming and organization. LEAP is a private-public 501(c)6 nonprofit partnership governed by a board of directors, including business and municipal leaders from across the tri-county region. Read more about LEAP's work, and DEI and economic development values and philosophy on our website at [www.purelansing.com/about](http://www.purelansing.com/about)

*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.*