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## Industry Marketing 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 marketing professional to join one of the top economic development organizations in the nation. This position is a key member of LEAP's Marketing and Communications team and works in close partnership with LEAP's Business Attraction team to differentiate the Lansing region as a top choice location for businesses and talent.

The Industry Marketing Specialist is responsible for implementing targeted marketing/communication strategies and tactics that effectively communicate industry opportunities, regional economic prosperity and a strong regional brand resulting in qualified business attraction leads, identified business expansion opportunities and membership growth.

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 Industry Marketing Specialist will be responsible for, but not limited to the following:

#### Marketing, Communications and Branding

- Create and manage industry specific and broad business attraction focused marketing content, including infographics, podcasts, videos, blog posts, website content, site profiles, white papers, presentations, email messaging, etc.
- Conduct direct outreach and produce regular communications to business attraction leads and site selectors through LinkedIn and other communication channels.
- Create and deploy tactical communications and marketing campaigns to attract inbound business attraction leads.
- Provide planning and logistical support for site selector events and business attraction site/prospect visits.
- Serve as a thought partner in maintaining and developing both the LEAP and regional brand and narrative.

### Business Retention Support

- Proactively generate retention leads, schedule retention visits, equip business attraction staff with relevant marketing content for visits and assist with retention visit follow up and insight reporting.

### Research

- Conduct industry research to develop value-add marketing content and reports for target audiences.
- Measure, track, report, and optimize marketing campaigns and content performance across multiple channels.

### Membership Engagement and Outreach

- Develop and distribute member focused email communications, web and social media content and industry-specific data reports.
- Assist with membership prospecting and related marketing and communications tactics.

### Media Relations

- Develop editorial calendar, organize and conduct press events, draft and distribute press releases and editorials and conduct proactive media outreach focused on key industry and business attraction audiences and project announcements.

### Digital Strategy and Content Creation

- Develop and deploy business and industry related social media and web content.
- Manage multiple social media accounts and related editorial calendars for business and industry audiences.
- 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, public affairs, graphic design, advertising, marketing, economics, business administration, political science or a similar field is required.
- 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.
- 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.
- Project management 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.
- 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.*