

Position Description

Medtech Strategy & Research Fellow



Position Title: Medtech Strategy Fellow

Company Name: Lansing Economic Area Partnership (LEAP)

Compensation: Contractual compensation commensurate with demonstrated skills and experience and on the basis of weekly time availability; range from \$1,000 to \$5,000 / month for a specified (and potentially extendable) duration of 3-12 months.

Benefits: As a contractual position, no employer-provided benefits are included.

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. It is anticipated that the role will encompass both in-office and remote work on a to-be-determined basis and regular schedule.

Position Type: Contractual

Reports to: Keith Lambert, COO

Application Deadline: January 13, 2023 or open until filled. Position may be filled before application deadline or deadline may be extended.

To Apply: Send cover letter, resume and references to careers@purelansing.com, attention: HR Manager

What we're looking for

The Lansing Economic Area Partnership (LEAP) is seeking a Medtech Strategy Fellow to support its implementation of a life sciences / medtech industry cluster comprehensive economic development strategy for the Lansing tri-county region. Fellows will use target industry research, database development and information synthesis/analysis to develop meaningful business intelligence and support consultants tasked with stakeholder engagement and design and development of the strategy recommendations and related branding and marketing content.

The Medtech Strategy Fellow will play a critical role in equipping LEAP's business attraction and marketing teams, and the organization as a whole with the proper business intelligence and life sciences industry and healthcare-related research findings to fully understand competitive advantages of the Lansing region and build compelling business cases around them, in order to drive medtech prospective investment and job creation projects forward in the Lansing region. Fellows will also support in gathering and articulating real-time research for information requests by prospective companies for active attraction projects.

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What you'll do

- Work closely with consultants leading development of a medtech brand and marketing strategy and content for Lansing region
- 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 in medtech space
- 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 medtech industries of focus
- 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 or in possession of a relevant associates, bachelors or advanced degree in finance, economics, business administration, supply chain, public administration, urban planning, communications, healthcare or other related discipline
- Demonstration of business strategy and industry analysis skills and/or subject matter expertise in medical-related fields and medical technology or equipment use cases.
- 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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