



# Lansing Economic Development Corporation

**Position Title:** Marketing and Communications Specialist

**Date of Posting:** October 28, 2024

**Company Name:** Lansing Economic Development Corporation (Lansing EDC)

**Compensation:** Salaried \$60,000 to \$70,000, Commensurate on demonstrated skills and experience.

**Benefits:** Medical, dental and vision coverage; 401(k) match program with 6% match; a diverse, dynamic, and flexible environment; generous personal time allowance and holiday leave, including 80 Paid Time Off (PTO) hours following 90-day probationary hire period and continued accumulation after that; paid parking; paid professional development.

**Work Location:** The work location is primarily in person at the Lansing EDC office in Lansing, Michigan, with limited remote working opportunities.

**Reports to:** Brandy Standler, Operations Manager

**Application Deadline:** Open until filled.

**Required:** Cover Letter, Resume, Three Professional References, and work samples/portfolio due at the time of application (\*examples listed at the bottom of this posting).

**Applicants invited to interview may be asked to complete an assessment relevant to the position.**

## Position Description:

The Lansing EDC is a nonprofit economic development organization focused exclusively on the city of Lansing, Michigan. We serve as a bridge between the public and private sectors to create a stronger economy and better community. We are a diverse team of skilled and knowledgeable professionals who share a passion to serve Lansing. Our mission is to improve the Lansing community by fostering economic growth that is strategic, sustainable, and equitable.

The Lansing EDC also manages the Lansing Brownfield Redevelopment Authority (LBRA), the Lansing Tax Increment Financing Authority (TIFA) and four Corridor Improvement Authorities (CIAs) in Lansing. For more information on the Lansing EDC go to: [www.LansingEDC.com](http://www.LansingEDC.com) and read our Annual Report.

The Marketing and Communications Specialist (MCS) position is a great opportunity to start or upgrade your career in economic development. The MCS will perform economic development marketing and communications for the Lansing EDC. The position is responsible for delivering exceptional client services, administering certain programs, overseeing vendors and service providers, as well as tracking and reporting on key strategic metrics for internal and external purposes.

The MCS will coordinate the Lansing EDC's business and developer marketing efforts; manage social media accounts, websites, and other marketing efforts and promotional products of the organization; perform communication and public relations functions, including serving as an initial contact and

information resource for businesses, developers, entrepreneurs, media, and other stakeholders; and create marketing collateral and reports for the Lansing EDC. The MCS will also assist with managing the Lansing EDC's overall branding and marketing efforts.

The ideal candidate will be outgoing and friendly, able to communicate and work with all types of people and situations, and willing to learn. Success in this position requires a strong sense of commitment, a deep understanding of diversity, equity, and inclusion, and the desire to help people, the community, and business in Lansing.

### **Key Roles and Responsibilities:**

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

- Develop and manage the organization's brand and public image, ensuring consistent messaging.
- Create and implement marketing strategies to promote the organization, economic assets, and attract investment.
- Oversee all aspects of marketing and promotion of the organization and affiliated entities, including websites, social media, digital and print media, and marketing collateral.
- Manage media relations, including writing press releases, handling inquiries, and organizing events.
- Develop organizational policies and procedures for marketing and communications.
- Assist in maintaining, developing, coordinating, and promoting resources for businesses of all types and sizes.
- Create and maintain databases and records for stakeholder and client contacts, digital assets, project and program outcomes, and key strategic metrics for the organization.
- Help prepare, distribute, and manage marketing efforts on strategic development sites.
- Coordinate stakeholder reporting efforts for the organization, including project and program profiles and publication of annual impact reports.
- Assist in the creation and implementation of the Lansing EDC Strategic Action Plan.
- Perform such other duties as may be assigned.

### **Preferred Qualifications:**

- Bachelor's degree in a related field of study preferred, but not required.
- Knowledge and understanding of basic concepts and techniques of economic development.
- Valid driver's license and the use of a personal vehicle for work purposes.

### **Skills Necessary:**

- Ability to work under pressure, manage a large workload, and meet deadlines.
- Experience in creating and managing effective social media and other digital media content, plus the ability to perform web content updates and website updates and management.

- Possess strong analytical, interpersonal, written, and oral communication skills; able to communicate with a broad and diverse audience of all levels.
- Possess a good working knowledge of researching on the Internet and proficient use of Microsoft Outlook, Word, Excel, and PowerPoint, plus graphic design, document design, and report-generating software.
- Ability to work both independently and in a collaborative team environment.
- Demonstrate a high level of self-direction and strong desire to achieve high-level results.
- Ability to maintain confidentiality of highly sensitive information.

If you are having difficulties applying through Indeed, please contact Brandy Standler, Operations Manager at [Brandy@LansingEDC.com](mailto:Brandy@LansingEDC.com).

\*Examples of work samples: Visual representations of the candidate's skills and experience in areas relevant to the position, such as website design and content management, photography, video creation and editing, brochures and other marketing materials, social media, creation and implementation of marketing and communications plans, surveys, event planning and management, public relations, etc.

All information received is held in the highest confidence. This position may require a full criminal and credit background check.

*Lansing Economic Development Corporation (Lansing EDC) 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, the Lansing EDC 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.*