



Position: Economic Development Specialist

Reports to:  
Operations Manager & Executive Director

Work Schedule:  
40 hours per week

Join a growing economic development organization to make a difference. Progress Lakeshore seeks an energetic and entrepreneurial individual with interest in economic development to join our team.

The Economic Development Specialist will focus on conducting and supporting outreach to attract talent, businesses, and investors throughout Manitowoc County. This position requires the ability to provide administrative support for business development initiatives and assist in promoting economic development through business outreach.

#### **Responsibilities**

- Assist with coordinating appointments for business visits, update and develop marketing brochures, business engagement activities, economic development initiatives, provide administrative support, assist with special projects, including coordination with partners organizations.
- Manage commercial site requests by conducting property searches, maintain commercial real estate database, update spreadsheets, sharing information about economic development programs, become resource for real estate professionals, businesses, property owners and public officials.
- Provide support to board, committees, board book, including organizing meetings and handling minutes.
- Support marketing initiatives by drafting and editing letters, as well as data collection and analysis, content for newsletters, social media, marketing collateral, and website.
- Assist with track strategic priorities, update strategic dashboard, update monthly economic data and distribute on website and email.
- Represent organization at events, network functions and community events.
- Serve as organization representation for Business Solutions Team, Manitowoc County Youth Apprenticeship and other collaboratives
- Event planning for annual events, events for entrepreneurs, Let's Talk Business series, assist with events produced by Lakeshore Community Job Fair.
- Develop understanding of economic development through training classes, webinars and on the job training.



- Other duties as assigned by Operations Manager or Executive Director.

### Required Skills

- Superior oral and written communication skills
- Excellent organizational skills
- Proficiency with Word, Outlook and Excel
- Interest in business, entrepreneurship, economic development, public policy, and infrastructure
- Proficient expertise in Microsoft Word, Excel, Power Point, Outlook
- Adobe Design Suite-Adobe Pro, Photoshop, Illustrator-Preferred
- Ability to maintain and update WordPress website
- Social media aptitude (LinkedIn, Facebook, Twitter, Youtube)
- Email marketing software and online marketing software

### Position Requirements

- Associates degree in Marketing, Business or related field required, bachelor's degree preferred but not required.

### Other Competencies

#### Other Requirements

- Ability to adjust schedule to accommodate activities, events and special functions (3-4x per year)
- Maintain Reliable transportation

NOTE: This job description is not intended to be all-inclusive. Employee may perform other related duties to meet the ongoing needs of the organization.

To Apply for position, please submit cover letter and current resume to [lorinda@progresslakeshore.org](mailto:lorinda@progresslakeshore.org).

About Progress Lakeshore:

Progress lakeshore is a nonprofit organization dedicated to Retain, Grow, and Attract businesses, workforce, and entrepreneurship in Manitowoc County through community and regional collaboration.

To learn more about our organization at [www.progresslakeshore.org](http://www.progresslakeshore.org) or like us on Facebook at [facebook.com/ProgressLakeshore](https://facebook.com/ProgressLakeshore)

Progress Lakeshore is an equal opportunity employer

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