



## **Invest Buffalo Niagara - Public & Investor Relations Manager**

Department: Marketing & Communications • Reports To: President & CEO

Do you love the Buffalo Niagara region? Do you like to get creative and build narratives? Are you passionate about relationship building? If so, Invest Buffalo Niagara has a full-time position available for you to support its mission of attracting new business and talent to the region, to grow jobs for our neighbors and investment in our neighborhoods.

We're looking for a detail-oriented professional who will craft and deliver strategic communications that elevate the region's profile, and deepen relationships with current and prospective investors. This role bridges public storytelling with stakeholder engagement—ensuring alignment between the organization's external impact and internal support. You'll serve as a voice for the organization, shaping media strategy, producing content, and helping position the region as a top destination for business growth.

### *What you'll be doing*

- Develop and execute a strategic media relations plan to promote the region's business case
- Cultivate relationships with journalists, editors, and influencers in key industry and regional markets
- Write press releases, and talking points; respond to/coordinate interviews and media appearances/statements
- Monitor industry trends and media coverage; provide reporting while also identifying opportunities
- Collaborate on content that boosts earned media potential (blogs, articles, video scripts, website content, etc.)
- Implement communication strategies that attract new investors while engaging and retaining existing ones
- Coordinate investor-facing events such as board meetings and potential investor pitch events
- Prepare presentations and performance reports for board meetings; develop investor relationships
- Support fundraising, and grant writing
- Occasional travel may be required

### *What we're looking for*

- Bachelor's degree in Public Relations, Communications, or related field with 5+ years' experience
- Excellent writing, editing, storytelling skills, and relationship-building skills
- Knowledge of regional economic development or business attraction is a plus

- Mission-driven, apolitical-oriented professional with a passion for regional growth and community impact
- A collaborative leader who builds trust across lines of difference and centers community voice
- Familiarity with Microsoft Software Suite, as well as CRM and communication platforms

#### *What we offer*

- A vibrant, collaborative team of professionals who inspire each other
- A role in economic development as the Buffalo Niagara region continues to grow
- Hybrid work environment
- Salary range of \$70,000 - \$85,000
- Competitive benefits package, generous paid time off, and professional development opportunities,

#### *How to apply*

- Must submit a cover letter with compensation expectations, resume, and writing samples
- Submit to [esinclair@buffaloniagara.org](mailto:esinclair@buffaloniagara.org), email subject line: Public & Investor Relations Manager

*Invest Buffalo Niagara provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics. In addition to federal law requirements, Invest Buffalo Niagara complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities.*

**We appreciate the interest of all applicants, however, only those selected for an interview will be contacted.**