



Job Description

Job Title: Manager, Business Development
Department: Business Development
Reports To: Sr. Director or Vice President of Business Development
FLSA Status: Exempt
Approved By: Paul Mitchell
Approved Date: June 2021

BASIC PURPOSE:

This job is responsible for managing lead generation and project management activities to support business recruitment, expansion and retention in Florida.

ESSENTIAL ACCOUNTABILITIES or TASKS:

- Identify and solicit interest of targeted businesses best suited to locate or expand a facility in Florida; market Florida's industry-specific assets to prospective businesses
- Conduct economic development project management: determine and analyze location criteria for business prospects; respond to information requests; partner with local and regional economic development organizations; prepare formal presentations for business prospects; plan, coordinate and guide company representatives on site and community tours
- Experience solving complex issues in a creative and collaborative manner, effectively leveraging interdepartmental and external partners to serve prospects, consultants and previously satisfied clients.
- Provide input into marketing, advertising, direct mail campaigns and other prospect development activities
- Research business climate issues and conduct analysis for project proposals affecting the targeted industries
- Establish relationships with key individuals within relevant industry sector(s) through trade association involvement, industry events and other relevant avenues
- Collaborate with consultant/company during and after the incentives approval process, including: compliance timelines, incentive payout schedules, workforce and repeat business
- Provide direction for development of project work plans, including project scope, timelines, and specific analyses to be completed

- Develop and maintain relevant relationships with local and regional economic development agencies, workforce and labor, stakeholders and other key government agencies
- Develop strategic plans for assigned sector(s) for implementation and attainment of goals, objectives, policies, procedures and work standards
- Act as a liaison for current and prospective businesses; provide assistance with understanding State economic development rules, regulations, policies and procedures
- Maintain and develop data on sector specific businesses, growth and opportunities, while directing long and short-term planning and other studies and reports. Summarize and survey relevant literature and provide critical commentary
- Analyze economic information such as reviewing financial statements, marketing studies, economic studies, plans and specifications
- Provide direction and mentorship to associates within the Business Development team
- Exercise independent judgment within general policy guidelines
- Communicate effectively, verbally and in writing

SUPERVISION:

None

ACCOUNTABILITY: Impact and Scope:

No financial or other measurable accountabilities have been identified for this position

MINIMUM QUALIFICATIONS REQUIRED:

- Bachelor's degree in business, marketing, economics or related course of study
- Four years experience in economic development or private sector experience in the financial and professional business services industry sectors
- Knowledge of financing concepts or government programs
- Intermediate level competence with Microsoft Office applications
- Overnight travel required

PREFERRED QUALIFICATIONS:

- Private sector experience in Financial Services, Professional business services OR government experience with funding sources, both state and federal
- Proficiency with Salesforce or another CRM system
- Master's degree in a related course of study may substitute for required experience