

**Economic Development Corporation of Sarasota County
Director Business Development Services
Job Description**

Job title: Director Business Development Services

Reports to: Vice President Business Development Services

Job Summary/Purpose

Assist the Vice President Business Development Services in their role to provides key strategic and executional leadership for all of the EDC's business development services related to attracting and growing targeted industries, as well as EDC efforts to improve Sarasota County's ability to attract and support targeted industry growth. May involve at the Vice President's direction engagement with a wide variety of external and internal stakeholders including national site selection consultants, Enterprise Florida, workforce and talent providers, local developers and commercial realtors, industry representatives, government officials, etc.

Essential Functions/ Responsibilities:

- Assist in maintaining effective and consistent engagement with value-added businesses in Sarasota County through a variety of methods including regular visits, newsletters, e-mail communications, phone calls, etc.
- Assist in managing the economic gardening program including recruitment, marketing, and reporting; staff lead for GrowFL Committee.
- Assist in developing and implementing an aggressive business recruitment plan to promote the relocation of businesses to Sarasota County.
- Assist in developing and maintaining strong working relationships with key economic development partners such as Enterprise Florida and Florida Power & Light.
- Assist with planning and executing recruitment missions which may include joint missions with Enterprise Florida, U.S. Department of Commerce and/ or regional partners.
- Assist in establishing and maintaining relationships with the commercial real estate community; assist the Vice President in serving as the EDC representative to the Sarasota Associate of Realtors Commercial Investment Division and Real Estate Overview Committee as necessary.
- Assist in establishing a network of collaborative local, regional, state, national and international organizations and alliances to generate marketing opportunities and leads, including those related to foreign direct investment.
- Assist in website and all digital, video, and print business development marketing.
- Assist in developing and executing lead generation and marketing to second homeowners, business travelers, and other visitors.

- Assist in developing and maintaining “best-in-class” marketing and RFP response materials.
- Assist in negotiating and closing projects by collaborating with, and gaining the cooperation of, business executives, Chambers of Commerce, government officials, community leaders, other employers, and the public; establishes and ensures highly responsive program resources are available.
- Assist with complex industry and market research to support business development projects and initiatives’ industry recruitment opportunities.
- Assist with representing the EDC at trade shows, manufacturing exhibitions, and other public events to promote its business recruitment efforts.
- Assist with facilitating countywide planning and economic development coordination among municipal governments.
- Other projects and responsibilities may be added at EDC’s discretion.

Job Requirements and Qualifications:

- Goal-oriented, competitive, and persuasive.
- Proven sales professional with experience in complex high-value business to business sales.
- Bachelor’s degree from an accredited college or university with major course work in business administration, economics, marketing, finance, or closely-related field.
- Knowledge of the principles, practices, and objectives of business to business sales and marketing; principles and practices of supervision; project management procedures; sales techniques including marketing, prospecting, negotiating, and closing; research practices and techniques; finance practices and principles.
- Familiarity with the business and economic climate of Sarasota County, Florida, State of Florida economic development and Enterprise Florida desired.

Skills Requirements:

- Ability to effectively communicate in writing and engage with public officials, clients, and colleagues in a professional, articulate manner.
- Ability to engage volunteers in EDC work.
- Experienced public speaker.
- Ability to create and execute a highly effective sales and marketing program for a community, including public incentives.
- Ability to analyze and evaluate reports, forms, and data.
- Ability to interpret government regulations and other complex written documents.
- Ability to oversee and conduct effective meetings and maintain order in an environment of changing priorities.
- Ability to determine, understand, and communicate clearly the validity, criticality, and scope of an issue.
- Ability to resolve disputes and maintain confidentiality.

- Proficient in computer hardware and software including, but not limited to, Microsoft Office (Outlook, Word, Excel, PowerPoint) and contact management databases.

Experience:

- Past experience with Chambers of Commerce, economic development organizations, and other community-related organizations and activities preferred.
- Commercial real estate background is a plus.
- Economic development experience in medical, financial services, creative, manufacturing, and technology industries is a plus.

Other Information:

- Requires frequent evening, weekend, and early morning activities.
- Overnight travel may be required.
- While performing the duties of this job, the employee is occasionally required to drive, walk, sit, use hands and fingers or feel objects, tools or controls; reach with hands and arms; balance; stop; talk or hear.
- The employee may occasionally lift or move up to 30 lbs.

Success Factors:

- Assertive promoter.
- Takes initiative, works independently, and makes responsible decisions.
- Self-sufficient and highly organized.
- Diplomatic, pleasant, patient, professional, well-groomed, and tactful.
- Possess cultural awareness and sensitivity.
- Demonstrate sound work ethics and flexibility.
- Must be able to come to work promptly and regularly.
- Must be able to work with urgency, often under the stress of deadlines.

Organizational Structure:

Position reports to: Vice President Business Development Services

Reporting to the position: None