

# FloridaWest

## Economic Development Alliance

**Job Title:** Business Development Manager  
**Reports To:** Chief Business Development Officer  
**FLSA Status:** Exempt  
**Department:** Economic Development

**Summary:** This position supports the Chief Business Development Officer and includes coordination of a broad range of activities that help to advance the organization's aggressive business development priorities which include an emphasis on existing business retention/expansion and assistance with new business attraction. The Business Development Manager assists existing businesses in maintaining their competitive positions, promotes workforce development partnerships, maintains a comprehensive knowledge of key community assets and resources, and cultivates positive relationships with private business, community organizations, city/county public staff and state, local and/or regional partner economic development organizations, as well as FloridaWest and Pensacola-Escambia Promotion and Development Commission (PEDC) board members.

### **Essential Duties and Responsibilities**

- Assists in development, coordination and implementation of an existing industry outreach program resulting in regular interface with Pensacola-Escambia County employers operating in targeted industry sectors.
- Conduct one-on-one visits with businesses to focus on the needs of the company and its employees, identify issues, obstacles, and opportunities for growth.
- Analyze all data and assist with developing action plans to define the priorities for existing business.
- Plan and coordinate the hosting of regional employer/industry roundtables with agendas designed to maximize dialogue leading to specific action items. This also involves coordination with economic development partners like the Manufacturer's Council, etc.
- Develop comprehensive knowledge of local workforce development/ educational offerings available through local schools, colleges and universities and establish strong relationships with these entities.
- Develop comprehensive knowledge of state, regional and local incentives programs and supports new and existing industries with completing and submitting economic development incentives applications as well as assist prior incentive recipients with required annual compliance reporting.
- Conduct and maintain existing industry/business employer updates.
- Prepare economic and statistical research reports, exhibits, presentations and materials, including targeted research in support of key industry sectors and assist in development of quarterly and annual BRE "Trends" reports.
- Maintains data input, dashboards, reports and assists with implementation of Salesforce reporting (specialized economic development CRM).
- Develop and maintain comprehensive knowledge of Pensacola/Escambia County's industrial, commercial building and site inventory including, but not limited to, site characteristics, physical characteristics, access, infrastructure; Update and maintain the local available property FloridaWest Zoom Prospector Microsite or similar platform.
- Assists with development of comprehensive community response inquiries, proposals (RFI/RFP's) including partner coordination and ensure all deadlines are met.

- Assists with preparation of client site visits to the community.
- Answers local data/research inquiries from businesses, city and county agencies.
- Attend trade shows/national meetings involving corporate real estate executives, site consultants, and business executives as assigned.
- Other tasks associated with business development, workforce development, marketing and research that may be assigned.

This job description reflects management's assignment of essential functions; it does not prescribe or restrict other tasks that may be assigned.

### **Contacts**

Economic Development Staff members: Continuous contact with staff in a team-oriented environment, providing information and assistance as required.

Customers: Contacts with walk-ins, phone calls, local businesspeople, scheduling of appointments, requiring courteous, professional communications.

Members/Public Officials: Contact with FloridaWest EDA and PEDC members, Board of Directors/ members, and public officials may be extensive including frequent communication with task force leadership and members, scheduling appointments, preparation of agendas, notification of meetings, assistance with event organization and set up.

### **Accountability**

This individual reports directly to the Chief Business Development Officer of FloridaWest EDA. Assigned work is performed independently and the individual must exercise initiative and judgment in the performance of duties. This individual is responsible for determining the urgency and priority of workload.

### **Qualifications**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

#### **Education/Experience**

Bachelor's Degree or relevant work experience in responsible positions of economic development or a related field, or a combination of academic and professional experience is required.

#### **Computer Skills**

To perform this job successfully, this position should have knowledge of Windows XP (at a minimum); all aspects of the Microsoft Office Suite, version 2010 preferred; ability to conduct database operations; knowledge of Adobe Creative Suite is preferred, but not essential; and the ability to navigate the Internet.

#### **Job Knowledge/Skills**

- Knowledge of marketing planning and coordination.
- Ability to read, analyze, and interpret complex documents.

- Ability to respond effectively to sensitive inquiries or complaints.
- Ability to write reports and articles using original or innovative techniques or style.
- Ability to define problems, collect data, establish facts, and draw valid conclusions. Work Environment

The work environment is in an office setting, primarily sitting at a desk in front of a computer for long periods of time, and involves frequent interaction with other staff members and customers. Work performed may be frequently disrupted by phone calls, staff, customer, and volunteer visits. The noise level in the work environment is usually moderate. Moderate travel will be required for this position.

### **Physical Demands**

Work is performed primarily in a sitting, stationary position in front of a computer. Frequent standing, stooping, climbing, and balancing may be required for certain tasks. Travel to local businesses may be required. Ability to lift/carry up to 25 pounds is required. Acute vision is required. The employee must have full use of his/her hands to handle and feel various items. The employee may, at times, be exposed to outdoor weather conditions.

### **Position Benefits**

Insurance: The FloridaWest EDA offers discounted medical, dental, vision, and life insurance plans to all permanent employees.

Retirement: The FloridaWest EDA offers a 401(K) retirement plan through Slavic for all full-time permanent employees who have been employed as such for at least one year.

Technology Assets: This position may be eligible for FloridaWest EDA-purchased technology, if upper management deems necessary.

Telecommuting Eligibility: This position may be eligible for telecommuting, if approved by upper management.

### **Work Hours**

This is a salaried, exempt position. Exempt employees are required to work 40 hours per week, preferably between the hours of 8 a.m. and 5 p.m., Monday – Friday, although early mornings and late evenings may be required without extra compensation.

Florida is an at-will employment state.

### **To Apply**

All cover letters, resumes, and references should be submitted via LinkedIn or sent via email to [mstoker@floridawesteda.com](mailto:mstoker@floridawesteda.com) no later than 5:00 pm on Thursday, February 9<sup>th</sup>.