**Economic Development Corporation of Sarasota County**

**Vice President - Business Development Services**

**Job Description**

**Job title:** Vice President - Business Development Services

**Reports to:** President and CEO

**Job Summary/Purpose**

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. Involves 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. Directs an economic development staff team of three.

**Essential Functions/ Responsibilities:**

* Maintains 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.
* Manages the economic gardening program including recruitment, marketing, and reporting; staff lead for GrowFL Committee.
* Develops and implements an aggressive business recruitment plan to promote the relocation of businesses to Sarasota County.
* Develops and maintains strong working relationships with key economic development partners such as Enterprise Florida and Florida Power & Light.
* Plans and executes recruitment missions which may include joint missions with Enterprise Florida, U.S. Department of Commerce and/ or regional partners.
* Establishes and maintains relationships with the commercial real estate community; serves as the EDC representative to the Sarasota Associate of Realtors Commercial Investment Division and Real Estate Overview Committee.
* Establishes 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.
* Oversees website and all digital, video, and print business development marketing.
* Develops and executes lead generation and marketing to second homeowners, business travelers, and other visitors.
* Serves as primary contact with Visit Sarasota County and develops effective collaborations (collaborative efforts?).
* Develops and maintains “best-in-class” marketing and RFP response materials; acts as the lead on all business attraction RFP responses.
* Negotiates and closes 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.
* Performs complex industry and market research to support business development projects and initiatives’ industry recruitment opportunities.
* Represents the EDC at trade shows, manufacturing exhibitions, and other public events to promote its business recruitment efforts.
* Serves as primary contact for Sarasota County Office of Business and Economic Development.
* Oversees a civic engagement process for developing and executing an annual agenda of targeted business competitiveness improvements at the local, state, and federal government level, .
* With Business Competitiveness Director, organizes and supports task forces around key competitiveness issues.
* With Business Competitiveness Director, leads efforts to effect targeted changes in government regulations, processes, and policies intended to improve business competitiveness.
* With Business Competitiveness Director, effectively engages with regional economic development, workforce, educational, and infrastructure partners in collaborations that improve the County's business competitiveness.
* Facilitates countywide planning and economic development coordination among municipal governments.
* Successfully administers annual budget and completes monthly, quarterly, and annual performance reports.
* 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.
* Completion of coursework offered by the International Economic Development Council and related trade associations, particularly in the area of economic development marketing and recruitment. Certified Economic Developer (CEcD) preferred.
* 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 lead a staff team.
* 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.
* Past experience managing a staff team.

**Other Information:**

* Requires frequent evening, weekend, and early morning activities.
* Overnight travel 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.
* Ability to hire, motivate, and manage team performance.
* 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: President and CEO

Reporting to the position: Two economic development positions and an executive

assistant