

PARK NAME
Role Profile

Employee: TBD

Title: Vice President Business Development
Department: Business Development
Reports to: COO
FLSA Status: Exempt

Overview:

The Vice President of Business Development reports to the COO and is responsible for strategically positioning the Park through strengthening company, university, and partnership relationships. This position maintains, and exceeds where possible, both individual and organization goals for new facility locations/land sales and remarketing/reuse of existing facilities within the XXXXXXXX. This position will also oversee program development and community engagement activities aimed at strengthening XXXX's service to the broader community and illustrating the Park's evolving priorities.

Duties and Responsibilities:

- Attract prospective clients and develop relationships which lead to economic development projects relocating or expanding within the Park.
- Oversee programmatic development for XXXX companies and tenants, entrepreneurs, innovators and community users of XXXX.
- In partnership with Hines and Vice President of Marketing and Communication's evaluate marketing strategy for Park properties and sites, based on knowledge of medium- and long-term objectives and market conditions.
- Participate in client handling activities ensuring the highest level of service and the greatest probability of securing a successful location project.
- Establish and maintain relationships within and outside the region to generate qualified prospects and assist with client handling.
- Coordinate and participate in sales trips, trade shows, conventions and seminars.
- Evaluate and enhance the XXXX list of consultants, specifically identifying the top consultants to be included in a regular marketing program. Analyze the leading consultants in each targeted industry and geographical market and update the XXXX Consultant list accordingly. Coordinate correspondence with marketing the marketing and communications program.
- In partnership with XXXX, develop a direct sales contact strategy for national real estate firms to establish and enhance relationships. Work with organizations/associations and leading brokerage firms to determine point of contact and communication processes that ensure the best transfer of information.
- Work to establish the XXXXX as a viable site for international locates by identifying and building relationships with leading international site selection consultants and organizations.
- Cultivate relationships with U.S. headquartered and foreign owned corporations and sell them on the benefits of locating facilities in the XXXX.
- Work to ensure Business Development initiatives are synchronized with the XXXXXXXX marketing programs.
- Improve image of XXXX toward greater public support.
- Participate in strategies for development/re-development after land sales are no longer a priority or reality.

Approval:

Employee _____

Manager _____

HR Manager _____

Date Approved _____

- Other duties as assigned.

Organizational Relationships:

Reports directly to the COO.

Required Qualifications:

- Bachelor's degree from a four-year college or university; MBA a plus;
- Seven or more years progressive experience within the economic development industry of a major metropolitan area; or equivalent combination of education and experience;
- In-depth experience with industrial and research recruitment/ attraction techniques within a metropolitan environment.
- Understanding of national and international site selection trends, as well as regional strengths, weaknesses and opportunities.
- Knowledge of site selection factors including real estate and labor requirements, as well as incentive programs.
- Disciplined and thorough sales techniques through the entire sales cycle.
- Continual enhancement of economic development skills and ability to adapt to changing site selection trends.
- Understanding and/or exposure to needs of international companies.
- Significant experience in brand development and customer marketing; regional economic development experience a plus;
- Experience with corporate branding approaches and strategies;
- Prior people management experience, including matrix structures;
- Excellent oral communication skills; customer orientation; team interaction/effectiveness; decision-making ability;
- Strong written communication skills; presentation skills; influence/interpersonal skills and analytical skills required; Good problem solving skills required;
- Proven team-building skills;
- Undertake other responsibilities, as required.

Physical Demands:

- Ability to communicate orally with customers, vendors, management and other co-workers; regular use of the telephone and e-mail for communication is essential
- Ability to maintain visual attention and mental concentration for significant periods of time
- Sitting for extended periods is common; hearing, vision and speaking within normal ranges is essential for normal conversations, to receive ordinary information and to prepare or inspect documents
- Good manual dexterity for the use of common office equipment, such as computer terminals, calculator, copiers and fax machines
- Ability to walk over uneven terrain when showing sites to prospective companies or when monitoring/evaluating unimproved XXXX property

Work Environment:

The job is performed indoors in a traditional office setting. Activities include extended periods of sitting, occasional fast paced events and extensive work at a computer monitor.