

Reports to: President/CEO

Effective: January 24, 2019

General Summary

The Business Development Manager of the Clinton Regional Development Corporation (CRDC) is responsible for managing business leads and client interaction for attraction projects, in addition to conducting market research, real estate data management, marketing, and related activities.

Major Duties and Responsibilities

Business Lead Response: Manages attraction projects, including writing RFP responses, compiling information and submitting proposals; responds to general attraction inquiries; communicates with and updates resource partners; organizes prospect visits; maintains and tracks CRDC's business attraction project files; and other client-focused activities, as assigned.

Market Research: Conducts and manages market research projects, including industry and prospect-specific research; collects and shares relevant external research.

Data Collection & Maintenance: Collects, analyzes and assembles marketing data and real estate information, including site and building data/brochures, community profiles, labor surveys, and similar data; serves as the primary point of contact for resource organizations that provide this data; tracks CRDC website analytics.

Marketing/Social Media: Contributes content, such as market research, to the CRDC website; assists with creating and distributing frequent posts on social media sites (Facebook, Twitter, LinkedIn, etc.); promotes a positive perception of the Greater Clinton Region as an outstanding place for business and investment.

Investor & Public Relations: Under direction of the President/CEO, creates and distributes CRDC communications to investors and the public such as newsletters, press releases, project announcements, etc.; assists with the organization and execution of investor and public events; represents the CRDC at various community events and functions.

Organizational Relationships

The Business Development Manager collaborates closely with other CRDC staff, investors, resource partners, government agencies, and the media; she/he participates on CRDC Committees as assigned.

Desired Qualifications

1. Bachelor's Degree in business administration, economics, public policy or a related field
2. At least three years' previous experience in project management, economic development or sales
4. Working knowledge of manufacturing and the site selection process
5. Excellent written and verbal communication skills
6. Highly developed interpersonal skills
7. Knowledgeable about the Greater Clinton Region (highly desirable)
8. Technology literate - strong knowledge of Microsoft Word, Excel, PowerPoint, Google applications, real estate databases (like LOIS) and social media outlets