



Business Development Manager

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About Albuquerque Regional Economic Alliance:

AREA is a private, nonprofit organization whose mission is to recruit new employers and industry and help local companies grow to generate quality job opportunities for the Albuquerque metro area. It serves as an umbrella organization to promote investment in Bernalillo, Sandoval, Torrance and Valencia counties. With support from investors and allies in the public sector, AREA actively recruits those companies that will export goods or services from New Mexico, thereby bringing new investment dollars to the state. Since 1960, AREA has been a highly respected and driving force in the region.

Summary:

The Business Development Manager will facilitate business investment and job creation through a data-driven process. To be successful in this role one must build and maintain strong relationships with business and community leaders, the commercial real estate development community, site selection consultants and strategic partners in the industry. It requires a strong understanding of research-based lead generation strategies as well as experience in sales marketing to amplify and deliver a compelling value proposition. This position reports to senior level leadership in the business development team.

Responsibilities Include:

- Identifying business opportunities and prospects by evaluating market and industry trends
- Working independently to develop a strong pipeline of industry targets for recruitment or expansion into the Albuquerque region
- Sending emails and letters to key prospects – professional and polished writing skills a must
- Updating and maintaining customer relationship management (CRM) database on potential and current prospects as well as business multipliers, creating and proactively providing up to date reports on progress to senior leadership
- Developing and maintaining relationships with clients by providing support, information, and guidance

- Ensuring organizational excellence in relationship maintenance and development with site location consultants, corporate real estate professionals and other key individuals in the real estate industry, and economic development professionals in the region
- Leading content marketing and design strategies for regional pitches and lead generation activities including proactive target sector and industry related events
- Assisting on as well as leading the planning and execution of events, market visits and trade shows (in person or virtual)
- Overseeing and executing as necessary all content including writing, value proposition development and compilation of client request for information responses
- Representing the organization by touring prospective companies and decision makers around the region and presenting the organization's value proposition presentation, including but not limited to overseeing program execution for familiarization tours

Desired Skills:

- Sales and marketing prowess, and the ability to design and deliver a compelling value proposition to a client
- Strong customer service, presentation and relationship management skills
- Ability to juggle multiple projects and meet tight deadlines
- Self-driving and skilled in using good judgment in prioritizing work assignments
- Experience and expertise in identification of potential client leads utilizing a variety of database, creative sources and relationship development
- General graphic design experience

Benefits:

- Competitive salary and healthcare benefits, 401(k), on-site gym access, paid parking

Job Type:
Full-time

Experience Needed:

- BA/BS degree In a relevant field or combined with relevant on the job experience

- Strong computer skills, proficient in the MS Office suite of products as well as relational databases

To apply:

Please submit cover letter and resume to hr@abq.org. No calls, please.