



Director of Business Development: Lead Generation & Marketing

Last updated March 2023

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, Tarrant 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 Director of Business Development with a focus on lead generation and marketing 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 may include supervisory responsibilities.

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
- Independently managing and growing a book of business and new leads
- Sending emails and letters to key prospects, and presenting value proposition material in a concise and targeted manner – professional and polished writing skills a must
- Executing and overseeing targeted and strategic organic and paid marketing campaigns designed to increase business brand visibility and drive activity to the AREA website
- Managing website content updates for industry related data, site selection related materials, incentives, and other relevant information

- 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
- Executing marketing campaigns and initiatives designed to reach industry decision makers directly and via market visits and trade shows
- Assisting on as well as leading the planning and execution of events, market visits and trade shows (in person or virtual)
- Overseeing publication design and development as applicable, such as joint reports produced in partnership with brokerage offices
- Leading annual update presentation programs with brokerage and development partners across the region to ensure alignment
- 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 and marketing 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 of 4+ years
- Strong computer skills, proficient in the MS Office suite of products as well as relational databases and social media marketing

To apply:

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