



## **Existing Business & Workforce Engagement Manager**

*Last updated January 2024*

### **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 Albuquerque Regional Economic Alliance (AREA) is seeking a dedicated and strategic Existing Business & Workforce Engagement Manager to spearhead efforts towards the retention and growth of existing businesses within the Albuquerque metro area and surrounding four counties, with a focus on connecting them to workforce resources and solutions. This pivotal role involves regular interaction with business leaders, developing and implementing innovative strategies for workforce attraction, retention and development, and actively contributing to AREA's strategic objectives.

### **Key Responsibilities:**

- **Business Engagement:** Conduct regular on-site visits, meetings, and discussions with business executives, managers, and employees to understand their current situation, needs, and expansion plans.
- **Program Management:** Develop, organize, and manage AREA's formal business retention, expansion and workforce engagement initiatives, aligning them with the strategic plan and ensuring their successful implementation and management.
- **Community Collaboration:** Work closely with public and private educational institutions, workforce development providers, state agencies, and other partners to devise strategies that support employers in sustaining a robust talent pipeline.
- **Talent Development Ecosystem:** Facilitating regional coordination, alignment and expansion of training programs, internship initiatives, job shadowing opportunities, and other relevant activities to enhance the regional workforce.

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- Talent Attraction: Lead AREA's efforts in creating marketing materials and conducting promotional outreach in alignment with regional partners to make greater Albuquerque a top location of choice for new talent.
- Strategic Planning: Assist in the implementation of AREA's strategic plan, performing community needs assessments, and defining program goals, strategies, and objectives in line with the President & CEO and the Board of Directors' vision.
- Event Coordination: Organize and coordinate industry convenings and programs, contributing to AREA's marketing materials, reporting, publications, and social media.
- Progress Monitoring & Reporting: Regularly monitor and report on the progress of initiatives, including but not limited to complex research and analysis on local business input and long-term workforce needs of business.
- Representation: Become the lead front-facing representative for managing the above listed initiatives, serving as a subject matter expert on workforce resources and related incentives in New Mexico, and engaging with community partners and representing AREA at various events and initiatives.
- Other related duties as assigned.

#### Qualifications:

- Bachelor's degree in business, economic development, public administration, education, or a related field.
- Minimum of five years in a progressively responsible position in economic development, workforce development, business, education, community development, or a related industry. Prior experience in managing projects and building relationships in business retention and expansion or workforce development a plus.
- Advanced proficiency in Microsoft Office Suite, experience in relational databases (CRM systems), strong interpersonal skills, public speaking, and audio/visual presentations. Exceptional writing, research, editing, proofing, and organizational skills.
- Certified Economic Developer (CEcD) or the desire to obtain certification within 1 to 2 years is preferred.

#### Desired Skills and Experience:

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- Attributes: Honest, discerning, discreet, creative, detail-oriented, adaptable, self-starting, ambitious, motivated, and collaborative. Strong ability to influence others, garner trust, and maintain relationships.
- Written and spoken Spanish language skills would be useful in this role.
- Ability to travel locally and occasionally long-distance for training, promotion, conferences, or speaking engagements.
- Desire and ability to engage with people from diverse socioeconomic, ethnic, and political backgrounds.

#### Benefits:

- Highly competitive salary with healthcare benefits and 401(k)
- Paid time off
- On-site gym access and paid parking

#### Job Type:

- Full-time (Must be flexible with scheduling during busier times of the year)

#### How to Apply:

- Submit your cover letter and resume to [hr@abq.org](mailto:hr@abq.org). No calls, please. The first round of interviews will begin January 17, 2024.

This is a rare opportunity for the right candidate. Join AREA and become a part of a team dedicated to shaping a prosperous, vibrant future for the Albuquerque metro area. We look forward to your application!

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