



## **Vice President of Business Development**

*April 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 Vice President of Business Development 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, project management, and experience in sales marketing to amplify and deliver a compelling value proposition. It requires political acumen, leadership and staff management expertise as well as a complex understanding of local, regional, state and national economic trends. This position reports to the Senior Vice President and may include supervisory responsibilities as assigned.

### *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
- Making direct phone calls or sending emails and letters to key prospects, and presenting value proposition material in a concise and targeted manner – professional and polished communication and 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
- Preparing and transmitting complex request for information responses and proposals to clients
- Guiding and participating in team research and analysis of competitive options for expansion or relocation to the region
- Managing organizational relationships and Memorandums of Understanding with local brokerage partners and ensuring regional collaborative success with Economic Development Professionals Advisory Council
- 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
- Leading and participating in the planning and execution of events, consultant familiarization tours, market visits and trade shows (in person or virtual)
- 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
- Executing outbound market and client visits and trade show and conference activities, approximately 5-10 times annually
- Other related duties as assigned

*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

- The ability and desire to review complex documents, contracts and incentives proposals to determine positive outcomes for involved parties while driving job creation and economic impact in the region
- Existing relationships with site selection consultants and industry multipliers
- Strong working knowledge of common economic development research sources and tools (BLS, EMSI, D&B, Sales Navigator, etc.)
- A dedicated and continuous student of the economic development profession and industry
- CEcD a strong plus

*Benefits:*

Competitive salary and healthcare benefits, 401(k), on-site gym access, paid parking, hybrid work schedule (approx. 40% remote)

*Job Type:*

Full-time

*Experience Needed:*

- BA/BS degree in a relevant field 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