

## **Racine County Economic Development Corporation (RCEDC) Job Description – Business Development Specialist**

### **SUMMARY**

The Business Development Specialist works closely with RCEDC's Business Development Team in a fast paced environment to implement a proactive business development program that includes business retention and expansion and business recruitment activities that result in the creation and retention of jobs and increased tax base in Racine County.

Primary responsibilities include, but are not limited to, direct outreach to existing Racine County businesses to support business growth and expansion,, supporting business recruitment activities, supporting downtown development and redevelopment activities, data collection, and coordination of partner resources to bring business and economic development projects to fruition.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Meet with businesses and/or their representatives (site selectors, developers, brokers) to survey their issues and needs, assist them in determining what resources may be appropriate and manage the project toward completion including the coordination of appropriate partner organizations in the effort to facilitate business expansion and recruitment projects.
- Following the completion of a project provide ongoing follow-up with the business to ensure satisfaction with the location decision and address ongoing issues.
- Provide technical assistance and/or referrals to appropriate partner agencies to best serve the needs of existing businesses and prospects considering locations in Racine County.
- Build strong partnerships with a variety of service providers, municipal, state and federal officials, etc. to improve communication and response to clients' needs and to enhance and expedite services and/or the development of expansions or relocations in Racine County.
- Understand and utilize industry, demographic, real estate, and workforce data to respond to request for information and prepare and deliver presentations.
- Work with Business Development Manager and RCEDC's marketing team to update RCEDC's website and other marketing materials.
- Develop and maintain efficient and effective tracking documentation capabilities to improve the project management of business clients and prospects.
- Provide support to RCEDC's Business Recruitment Specialist specific to business recruitment activities.
- Provide support to Executive Director specific to downtown development and redevelopment activities.

### **OTHER RELATED TASKS**

- Participate in other project assignments as directed by the RCEDC Executive Director and Business Development Manager.

- Attend Board and staff meetings as required.

## COMPETENCIES

RCEDC employees are expected to acquire certain skills and knowledge over time so that these skills evolve into competencies. The RCEDC views these competencies as critical to performing within the various positions. As such, RCEDC has determined that the following competencies are significant for professional staff:

- **Analysis and Decision-Making Skills** – Make effective decisions and solve problems in complex or ambiguous situations by gathering, diagnosing and judiciously analyzing the information about the situation and environment in order to identify and evaluate options and select the best course of action.
- **Industry Understanding** – Aware of and interested in the economic development industry that includes an in depth learning of this service area with a goal to develop professional capabilities.
- **Leadership and Influence** – Inspire and influence by communicating a compelling vision of the future, conveying an executive presence (e.g., confidence, poise, connecting with others, etc.) and being sufficiently agile and self-assured to lead others effectively.
- **Relationships and Teaming** – Effectively build relationships with individuals and teams across the organization and external partners by being inclusive, considerate and responsive to the needs of others; by communicating effectively, collaborating with others and sharing resources; and by being receptive to feedback.
- **Responsibility and Achievement** – Demonstrate initiative, commitment to excellence, and effective self-management skills, including integrity, ethical behavior, responsibility, dependability and follow through.
- **Communication Skills** – Effectively communicates through verbal and written media to stakeholders.

## KNOWLEDGE, SKILLS AND ABILITIES

Education:

- Bachelor's degree in business, finance, planning, urban affairs or a related field or equivalent experience.

Certificates:

- Valid driver's license with verification of appropriate insurance coverage.

Experience:

- Three years of progressively responsible business development and/or economic development experience relevant to the essential duties of this position, including but not limited to relationship development with industrial and commercial businesses and real estate professionals;

- Possess strong problem solving, critical thinking, sales and communications skills with an emphasis on effective interpersonal skills to work with varying levels of professionals, such as public officials, site selectors, real estate professionals, bankers, state and federal employees, board members, staff, and business owners;
- Ability to maintain a high degree of professionalism, confidentiality, flexibility and initiative;
- Demonstrated project management expertise in managing and leading multiple projects requiring specific deadlines that may often result in a high stress environment;
- Ability to work independently, effectively analyze and problem solve issues, and exercise good judgment in making a variety of decisions;
- Knowledge and understanding of basic real estate concepts and processes;
- Knowledge of various local, state and federal programs available to businesses;
- Superior presentation and writing skills with proficiency in word processing, spreadsheet, and presentation software.

#### Equipment:

- Operate a variety of office machines and equipment to include computer, scanner, fax machine, telephone, copy machine and calculator.

#### Environment:

- Typical inside, air-conditioned office environment.
- Often, a variety of other settings such as manufacturing facilities, construction sites, older retail buildings and/or other environments requiring the ability to be adaptive to changes in terrain, limited accessibility, etc. or tolerate unusual or unpleasant odors.

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

#### Physical Demands:

- Some standing, walking, sitting, stooping.
- Some kneeling, crouching, balancing and bending/twisting.
- Some lifting, carrying, pushing/pulling to a maximum of 25 pounds.
- Sitting for long periods of time.
- Fine motor skills.
- Tolerance of noise and odors from various office machines.
- Driving to various locations as required by meetings, appointments, etc.

If you are interested in this opportunity, submit your cover letter, compensation requirements and resume by Friday, December 8, 2017 to:

Lynn Beauchesne  
 Administrative Assistant  
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