

BUSINESS MANAGER

CLASS CODE/PAY GRADE

Class Code: 1031

EEO Code: A

Pay Grade: D

MAJOR FUNCTION

Administrative work involving community economic development with a focus on new business site development, recruitment, prospect and project management, directing and facilitating value-added employment and business initiatives. Position at the airport involves airport properties, air service development and marketing.

ILLUSTRATIVE DUTIES

(NOTE: These are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.)

BUSINESS DEVELOPMENT MANAGER

Responsible for management of industrial and business real estate electronic inventories and the development of industrial and office technology parks. Coordinates all marketing and direct mail campaigns targeted to regional and national real estate site selection consultants and developers, real estate and development financing and the management of the Department's land development and planning initiatives.

Coordinates project initiatives through meetings, correspondence, presentations and reports.

Generates and maintains a network of national site selection consultants. Develops economic impact analysis for proposed land development projects. Prepares and maintaining reports, files and statistics for project management. Manages and coordinating planning and land permitting requirements. Drafts and submits infrastructure grant proposals for land development. Coordinates development strategies with local government personnel.

Performs any or all related work or special projects as required or as assigned

BUSINESS RECRUITMENT MANAGER

Responsible for management of a comprehensive new business recruitment program. Coordinates all marketing and direct mail campaigns, out-of-County business recruitment initiatives, small business financing and packaging of all business recruitment proposals.

Coordinates project initiatives through meetings, correspondence, presentations and reports. Provides information on available local and state business incentives, industrial trade shows, and coordinates all written proposals designed to match available resources to the needs of prospective business clients.

Coordinates multiple project initiatives through meetings, correspondence, presentations and reports. Generates new business inquiries and responding to their specific needs. Develops economic impact analysis for proposed business projects. Prepares and maintains reports, files and statistics for project management. Provides a supportive role for direct and indirect marketing campaigns. Drafts business recruitment and grant related proposals. Coordinates liaisons with area chambers of commerce and municipal personnel. Performs any or all related work or special projects as required or as assigned.

BUSINESS RETENTION MANAGER

Manages a comprehensive existing business expansion and retention program. Responsible for a comprehensive business visitation program, management of the Entrepreneurial Center program, existing small business support initiatives, and coordination of all in-county business expansion activities.

Coordinates project initiatives through meetings, correspondence, presentations and reports. Generates existing business inquiries and responding to their specific needs. Develops economic impact analysis for proposed business expansion projects. Prepares and maintains reports, files and statistics for project management. Providing a supportive role in direct and indirect marketing campaigns. Supports an international trade initiative for existing businesses. Drafts business expansion and retention proposals. Coordinates liaisons with area chambers of commerce and municipal personnel. Performs any or all related work or special projects as required or as assigned.

BUSINESS DEVELOPMENT – AIRPORT

Responsible for Airport business development, lease negotiations and property management, including lease development, coordination with County attorney, planning and concession development and project management. Position develops and implements strategies for maximum airport revenue generation in support of Airport's continued role as a self-sustaining enterprise fund. Responsibilities also include drafting requests for proposals in conjunction with County Purchasing and insuring Airport tenants abide by lease terms and conditions.

Position includes air service marketing, air service proposal development, airline presentations, and follow-up including development and implementation of airline marketing partnership programs and media relations. Position develops and implements overall marketing plans and strategies to broadly communicate airport benefits and encourage public support and use of Airport facilities. Position requires a background in real estate and property management including in-depth understanding of airport operations, general airfield technical knowledge, airport governmental requirements and laws and regulations affecting airport development. Position responsibilities also include grant development, grant writing and general administrative responsibilities. Position is responsible for coordination with area business organizations, chambers of commerce and convention and visitors bureaus to promote county-wide team building among community organizations that have related missions.

Related position responsibilities include general public relations and public speaking as

well as coordination with the Federal Aviation Administration, the Florida Department of Transportation, legislative representatives and airport consultants. Position may be assigned specialized projects or collateral responsibilities on an as needed basis.

KNOWLEDGE, ABILITIES AND SKILLS

Knowledge of the principles, practices and techniques of managing new business and real estate development required. Knowledge of new business investment and supportive measures to encourage employment creation in the following industries: aviation, defense, marine, information technology, medical products, transportation equipment or distribution/logistics. Knowledge of product commercialization, the management of a small business incubation or entrepreneurial program or SBA lending programs. Ability to prepare senior level business-to-business presentations, sales and information development required. Knowledge and ability to research, develop business networking and local and state business incentives. Working knowledge of commercial and industrial real estate, the ability to initiate site or facility selection negotiations and coordination of local, state and federal resources. Working knowledge of commercial and industrial real estate, the ability to initiate site or facility selection negotiations and coordination of local, state and federal resources to support the recruitment of new business entities. Working knowledge of state and federal job training program and the ability to support high skilled and high waged employment opportunities. Ability to expand the County's existing business base. Working knowledge of available local and state business incentives, worker training programs, alternative financing, international trade opportunities, industrial trade shows, entrepreneurial and small business counseling.

Ability to exercise judgment and discretion in establishing, applying, and interpreting business needs. Ability to establish and maintain effective working relationships with fellow associated, business management personnel, local municipal professionals and the general public.

Ability to organize work. Ability to work independently without supervision. Ability to express ideas clearly and concisely, orally and in writing, to groups and to individuals.

MINIMUM QUALIFICATIONS

Bachelor's degree in Business Administration, Finance, Marketing or related field with 7 years in organizational management, economic development, business development, land development, business recruitment or related fields. MBA or CCIM certification a plus.

A comparable amount of education, training or experience which provides the necessary knowledge, skills and abilities may be substituted for the minimum qualifications.

ADA REQUIREMENTS

Physical Demands: Sedentary work with travel required. Ability to see, hear, talk.

Environmental Demands: Inside and outside work required. Occasional exposures to weather, dust, and noise.

Mental Demands: Ability to read and comprehend professional manuals, legal documents, ordinances, statutes; instructions, reports, abstracts, financial reports, letters, and summaries. Ability to write reports evaluations, summaries, letters, financial reports, procedures, and policies. Ability to perform advanced mathematical functions. Ability to speak publicly and extemporaneously, conversant in policies, techniques and procedures of discipline. Ability to analyze data and develop conclusions. Ability to identify and resolve problems.

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