

HAMPTON ROADS ALLIANCE POSITION DESCRIPTION

POSITION TITLE: Director, Offshore Wind Business Development

BASIC FUNCTION: Conduct activities aimed at marketing Hampton Roads to businesses in the offshore wind supply chain, thereby contributing to the ultimate goal of attracting jobs and capital investment to the region.

The Hampton Roads Alliance is an organization whose mission is to bring economic growth to its 11 partner localities. It does this through a number of key responsibilities including marketing the Hampton Roads region to domestic and international firms.

The Alliance is spearheading a regional effort to stand up an offshore wind supply chain development program that will position Hampton Roads as the premier destination for offshore wind supply chain companies to establish operations to serve the growing \$100 billion East Coast offshore wind industry. This position will lead those efforts under the direction of the Chief Strategy Officer.

PRIMARY DUTIES:

Business Recruitment

- Coordinate strategic and targeted outreach to offshore wind supply chain companies
- Coordinate and conduct virtual and in-person marketing missions to both domestic and international locations
- Prepare customized marketing packages in response to project related inquiries
- Coordinate virtual and in-person site tours for prospects and act as host and facilitator during the visit
- Communicate project requirements to localities as described in the Alliance's guidelines
- Communicate detailed information about the assets of the region to businesses and site selection consultants in both formal and informal presentations
- Build and foster relationships with local, regional, and state organizations engaged in offshore wind development

Marketing / Administrative

- Participate in the creation of the annual marketing activities calendar
- Oversee the development of offshore wind-related marketing materials and communications, including blog posts and social media
- Use multiple databases and websites to search for sites and buildings that best meet project parameters and develop familiarity with the real estate opportunities throughout the region to make recommendations to prospects
- Conduct follow-up activities with prospects through phone calls and email correspondence

- Use Salesforce database to maintain current records of all projects and leads, prospect visits, face-to-face appointments, marketing missions, etc.
- Maintain necessary records to ensure compliance with any grant-funded activities
- Provide guidance and direction to the Offshore Wind Business Development Specialist
- Provide regular written and/or verbal updates to partner organizations
- Compile monthly report of activities on a timely basis

CORE COMPETENCIES AND SPECIAL SKILLS OR QUALIFICATIONS:

- Five years of renewable energy and/or economic development-related work experience
- Self-starter with a positive attitude able to establish, develop and maintain good working relationships with a wide range of key industry players (economic development allies, strategic partners, higher education, industry and government leaders)
- Superior organizational, written and oral communications skills a must; ability to prioritize and multi-task
- Ability to effectively manage multiple projects
- Flexibility to travel and to work nights and weekends as needed
- Willingness to be a team player and to assist co-workers on an as needed basis
- Ability to use computerized databases for project management
- Proficiency in Microsoft Professional Office Suite applications desired
- Flexibility to assume additional responsibilities as required

EDUCATIONAL REQUIREMENTS:

- Bachelor's Degree required with a preference for business, economics, economic development, planning, supply chain or renewable energy majors

To apply for this position, please send your resume to Angela Parsons, Director of Operations, at aparsons@757alliance.com.