

HAMPTON ROADS ALLIANCE POSITION DESCRIPTION

POSITION TITLE: Specialist, Offshore Wind Business Development

BASIC FUNCTION: Support 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 support those efforts under the direction of the Chief Strategy Officer and Director of Offshore Wind Business Development.

PRIMARY DUTIES:

Business Recruitment

- Support the coordination of strategic and targeted outreach to offshore wind supply chain companies
- Help organize and participate in virtual and in-person marketing missions to both domestic and international locations
- Prepare customized marketing packages in response to project related inquiries
- Help coordinate virtual and in-person site tours for prospects and act as host and facilitator during the visit
- Build and foster relationships with local, regional, and state organizations engaged in offshore wind development

Research / Marketing / Administrative

- Participate in the creation of the annual marketing activities calendar
- Analyze market data, demographics, labor statistics and real estate trends and develop concise, targeted 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
- Compile monthly report of activities on a timely basis
- Identify, keep current and utilize the most appropriate and innovative research support resources (e.g., market intel databases, prospect identification tools, project tracking databases)

CORE COMPETENCIES AND SPECIAL SKILLS OR QUALIFICATIONS:

- Superior organizational, written and oral communications skills
- 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
- Skill with MS Office Suite of applications (particularly MS Excel), relational databases, cloud-based data applications, public and proprietary data sources
- Experience in conducting economic development research - direct economic development or business attraction organization experience a definite plus
- Experience with a variety of online / electronic software research tools and resources (e.g., IMPLAN, EMSI, REMI, GIS) highly desirable
- Flexibility to assume additional responsibilities as required

EDUCATIONAL REQUIREMENTS:

- Bachelor's Degree required

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