

HAMPTON ROADS ALLIANCE POSITION DESCRIPTION

POSITION TITLE: Director, Business Retention & Expansion

BASIC FUNCTION: Develop and manage a comprehensive regional business retention and expansion strategy for the Hampton Roads region. This position reports to the Chief Strategy Officer and is a shared position between the Business Development and Business Intelligence & Communications Departments.

The Hampton Roads Alliance (the Alliance) is the leading regional economic development organization for the Hampton Roads region of Virginia. It is a nonprofit, public-private partnership supported and led by the region's most influential business leaders, local governments, and top academic institutions. The Alliance is proud to represent 11 localities who, with the support of over 70 private sector investors, govern and resource the organization and its regional economic development efforts. Those efforts focus primarily on the following service areas: business attraction, business retention and expansion, and business intelligence.

PRIMARY DUTIES:

- Lead the development and implementation of a regional business retention and expansion (BRE) strategy
- Guide the creation of an online tool to collect BRE information
- Engage local stakeholders in the development of the BRE strategy and the BRE tool
- Manage the BRE tool and ensure data is being entered correctly and in a timely manner
- Develop, continuously reevaluate, and update the BRE visit questionnaire and surveys
- Develop target lists of companies for BRE visits based on the use of research tools and understanding of key industries
- Gather contacts for target companies and ensure data is entered into BRE database
- Coordinate the assignment of BRE target visits for Alliance staff and share targets with local economic developers
- Build and foster relationships with local, regional, and state organizations engaged in BRE efforts
- Convene and facilitate regular discussions among local economic developers throughout the Hampton Roads region
- Conduct analyses of information gathered through BRE visits and surveys, develop research reports, and make presentations on findings of regional information gathering
- Contribute to recommendations to address regional issues or opportunities uncovered through analyses of BRE information gathering
- Advance knowledge of BRE best practices on a continuous basis and establish oneself as a through-leader on BRE
- Compile monthly report of activities on a timely basis

CORE COMPETENCIES AND SPECIAL SKILLS OR QUALIFICATIONS:

- Five years of economic development experience, business retention and expansion experience a definite plus
- Self-starter with a positive attitude able to establish, develop and maintain good working relationships with a wide range of key stakeholders (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
- Experience in conducting economic development research - direct economic development experience a definite plus
- 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, or planning

To apply for this position please send a cover letter and resume to Angela Parsons, Director of Operations, aparsons@757alliance.com.