

# Business Development Project Manager

(Last Updated November 2021)

## JOB OVERVIEW

The Business Development Project Manager brings experience and creativity to the sales process and is a driving force in lead generation, pipeline development and relationship management. To be successful in this role one must build and grow relationships with business and community leaders, the commercial real estate development community, site selection consultants and strategic partners in the industry. It is differentiated from specialist roles due to an increased level of responsibility for client communications and project management, and for the expectation that this position operates independently and externally under general supervision on behalf of the Greater Sacramento Economic Council.

## DUTIES AND RESPONSIBILITIES

- Working independently to develop a strong pipeline of industry targets for recruitment or expansion into the Greater Sacramento market. This may include being individually responsible for building expertise and networks in a designated industry or ecosystem.
- Under general supervision, manage a portfolio of recruitment projects assigned by the VP of Business Development.
- Relationship management of a portfolio of high-value partners and clients (company decision-makers, multipliers, site consultants, brokers, etc.).
- Planning and participating in webinars, in-person events and fam tours on behalf of the organization
- Hosting partners and prospects for tours, meetings, meals and entertainment functions.
- Scheduling and logistics for market visits, trade shows/conferences and other outbound trips. Role will include extensive (10-25%) travel which may extend to international destinations as needed. Travel and conferences may occur during the weekend.
- Timely, accurate and professional communications with prospects and partners across all channels, including in-person.
- Updating and maintaining customer relationship management (CRM) database on potential and current prospects as well as business multipliers, creating and proactively providing up to date reports on progress to senior leadership.
- Working proactively and seamlessly with internal partners (research and marketing in particular) to ensure proposals, collateral, presentations and other business development products are accurate and polished.
- Analyzing and tracking business locate successes and economic impact to the region and draw appropriate strategic conclusions for future business development efforts.

## REQUIREMENTS, QUALIFICATIONS AND DESIRED TRAITS

- BA/BS degree in a relevant field or an equivalent level of work experience.
- Proficient in the MS Office suite of products as well as general working knowledge of CRM applications and other standard digital sales tools

- High comfort level communicating with C-level executives and other high-ranking officials in a culturally sensitive manner
- Ability to favorably represent GSEC with a proactive attitude towards problem-solving, outstanding interpersonal skills and excellent presentation and public speaking ability
- Ability to juggle multiple projects and meet tight deadlines in an environment where direction and priorities may change frequently and rapidly
- An aptitude for appraising and organizing facts for thoughtful and thorough analysis
- Comfort working in a fast-paced environment and doing hands-on work in a growing organization
- Three years of full-time, professional-level sales or business development experience, preferably in economic development or another high-complexity sales context

#### **APPLICATION INFORMATION**

Salary range is dependent on experience. Qualified candidates should respond by sending a cover letter and resume to [hr@greatersacramento.com](mailto:hr@greatersacramento.com).

*Greater Sacramento Area Economic Council provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.*