

JOB DESCRIPTION

Director of Business Attraction

Classification: Exempt

Category: Regular full-time

Wage Type: Salary

Location: Leesburg, FL

Reports to: Chief Growth Officer, CEP

About Lake Economic Area Development (LEAD) and the Ocala Metro Chamber and Economic Partnership (CEP)

The Lake Economic Area Development Partnership is a brand-new entity managed by the Ocala Metro Chamber and Economic Partnership. LEAD is a uniquely Lake County organization designed to lead efforts to grow and diversify the Lake County economy while helping to create an identity for Lake County and for the business community.

The Ocala Metro Chamber & Economic Partnership (CEP) works to be the leading voice of business. We strive to improve economic prosperity with our key areas of focus Business Attraction, Business Retention and Business Creation.

Summary/Objective

The Director of Business Attraction serves as the primary business recruitment and attraction officer for the community. This position will work to aggressively promote the community as an excellent choice for business location that leads to the creation of higher wage jobs and capital investment.

Essential Functions

- Implement an annual Business Attraction Plan of Work (Marketing Plan)
- Lead business recruitment efforts including trips, trade shows, and calls
- Develop relationships with key site selection consultants, brokers, and decision makers
- Provide direct management of projects and leads
- Participate in Enterprise Florida meetings and events
- Lead the response to RFPs and other inquiries
- Manage the sites and buildings database
- Build relationships with key local and state developers, officials, and partners
- Exceptional project management skills, including working with office, commercial and industrial projects through every stage and ability to oversee multiple projects

Interaction

This position works closely with the Director of Business Retention and Director of Business Creation for LEAD and CEP Support staff. The position is expected to assist with various programs, meetings and events as available.

Competencies:

- Balanced Decision Making
- Conceptual Thinking
- Multi-Tasking Ability
- Communication
- Planning and Organizing

Supervisory Responsibility

This position has no supervisory responsibilities.

Work Environment

While performing the duties of this job, the employee regularly works in an office setting.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is regularly required to type, file or lift office supplies up to 40 pounds. The employee is frequently required to stand, talk and hear.

Expected Hours of Work

Work hours are eight hours per day, totaling forty hours per week. In general, the normal workday begins at 8:00 a.m. and ends at 5:00 p.m., Monday through Friday, which allows one hour for lunch. However, duties of this position may require the incumbent to be available beyond the traditional work hours, subject to the CEP's Overtime Policy.

Travel

This position requires approximately ten (10) percent travel outside of Lake County. Local travel to various partner businesses and event venues is required.

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

Date Created/Revised: August 23, 2022