

Virginia's i81-i77 Crossroads

🌐 i81-i77crossroads.com



Position Title

Business Investment and Marketing Manager

PRIMARY RESPONSIBILITIES

BUSINESS INVESTMENT

- Assist with lead cultivation activities such as business outreach and attending trade shows
- Serve as a point of contact for business inquiries, leads, and prospects
- Identify, procure and utilize CRM system to document and track prospects, leads and projects
- Obtain comprehensive knowledge of regional and state business environment and incentive programs
- Assist with managing projects from initial inquiry until closure/announcement

BUSINESS RETENTION

- Develops method and system for organizing regional partners for annual or bi-annual meetings with top manufacturing/IT/industry employers in the region
- Punctual follow-up to assist regional employers by facilitating steps to address needs
- Participates in local and regional organizations that serve local industry

MARKETING

- Assists in creating yearly marketing and lead generation plans
- Identify and create marketing outreach initiatives for funding consideration
- Assist with planning and hosting regional tours for prospects and consultants
- Assist with organizing executive committee, investor committee, board meetings and other organizational gatherings
- Build positive relationships with stakeholders, VEDP, government agencies and other economic development allies
- Other Duties as assigned

REQUIRED SKILLS

- Proficiency in Microsoft Suite
- Familiarity with databases and CRM programs
- Excellent written and oral presentation skills
- Excellent interpersonal skills that create an ability to gain the trust and confidence of stakeholders, allies, and prospects
- Ability to excel in a small team-oriented work environment
- Analytic skills
- Strong memory and recall to serve as an informational resource
- Strong organizational skills and ability to prioritize as well as multi-task
- Self-motivator with ability to approach job responsibilities from an entrepreneurial perspective
- Valid driver's license and must be able to obtain a passport
- Understanding of the mission and goals of VIAA
- Willingness to travel domestic and internationally
- Willingness to work irregular hours
- Commitment to continuous improvement in all job responsibilities

DESIRED EXPERIENCE & QUALIFICATIONS

- Minimum undergraduate degree in business, marketing, or related fields
- Economic development experience preferred or business development experience
- Business to Business marketing
- Familiarity with commercial real estate
- Some familiarity with industrial and business sector processes
- Work on deadline-oriented projects
- Strong desire to learn and make a difference

Please send resume and inquiries to jlewis@viaalliance.org

