



VP OF BUSINESS DEVELOPMENT

LEDC MISSION

The LEDC's mission is to create jobs and capital investment. The LEDC's primary role is to help create jobs and capital investment by attracting new companies as well as facilitating the expansion of existing companies in the Lakeland area.

JOB SUMMARY

The VP of Business Development is primarily responsible for carrying out the LEDC's mission of creating jobs and capital investment by coordinating expansions and attracting new industry to the Lakeland area. This position serves all the LEDC members and the entire business community, acting as a liaison between community organizations and government to provide effective economic development growth.

JOB DETAILS

Competitive salary, benefits package and bonus

JOB ESSENTIALS

1. Communication + Relationships

- Establish and maintain strong relationships with existing industry, company prospects, brokers, site selectors, developers and community stakeholders. Utilize these relationships to help drive lead generation.
- Be a one-stop-shop for prospects/brokers/developers who contact our office for questions on Lakeland's market.
- Act as an advocate for all LEDC members and Lakeland businesses.
- Establish and maintain relationships with local organizations and local government.
- Responsible for speaking at civic organizations on economic development activity in the market
- Community Tours – responsible for touring prospect companies or executive recruits. This includes a driving tour that showcases Lakeland as a place to do business and live.
- In collaboration with LEDC staff, create sales collateral and communicate relevant real estate/demographic/quality of life information to a targeted audience.

2. Project Management

- Determine the quality of a project and qualify it.
- Coordinate project communication between prospects, community stake holders and local government – City of Lakeland & Polk County, Central Florida Development Council (CFDC) and Enterprise FL (EFI).
- Manage all state and local incentives and understand how they apply to a project.
- Effectively communicate all project information to the prospect/company.
- Manage all project documentation and maintain strict confidentiality.
- Operate and maintain a Customer Relationship Management System (Salesforce) by tracking all leads, projects, emails, phone calls, critical documents, and create/export reports.
- Manage all Development Activity information (for closed deals this includes, job creation numbers, capital investment details, etc.)

- Respond to project leads. This includes providing prospects with available real estate that meets their requirements, giving them detailed property information and any other real estate or community data that may be needed. This also includes providing customized incentive overview for each project (if they qualify).

3. Real Estate Knowledge

- Track all available real estate on the LEDC website (Industrial Warehouses, Office, Flex, Coming Soon Properties) in the local market through your relationships with local brokers + CoStar/Loopnet.
- Manage and update local demographic information including lease comps, land comps, building comps, incentive, competitive advantage information, etc.

DESIRED QUALIFICATIONS

- Bachelor's degree
- Economic development or real estate experience
- Possess an in-depth understanding of commercial real estate and how deals operate

REQUIRED QUALIFICATIONS

- Ability to maintain very close relationships with real estate contacts, local government agencies, etc.
- Excellent verbal and written communication skills
- Ability to work daily in a close, team environment
- Excellence in organizational management
- Capacity to work under high pressure to meet deadlines
- Understanding and ability to manage a customer relationship management system (I.e., Salesforce)
- Ability to update/operate a website and manage real estate data
- Strong public speaking ability
- Excellent computer skills and proficient in Microsoft Office, Excel, PowerPoint & Adobe
- Ability to lift 25 pounds (coolers, tables, etc.)

CORE COMPETENCIES

- Transparent and high integrity leadership
- Possesses the qualities of passion, integrity, positivity, mission-driven, and self-directed
- High comfort level working in a fast-paced, community environment
- Responsive and sympathetic to the needs of others
- Ability to look at situations from several points of view
- Commitment to high professional ethical standards
- Ability to manage and prioritize multiple projects at once

LEDC TEAM VALUES & CULTURE

- **We lead from a place of serving.**
 - We put others first, helping them develop and perform at high levels.
- **We value integrity, passion, and grit.**
 - We believe honesty is the best policy, get more excited than the average bear, and are powerfully motivated by our long-term goals.
- **We believe that people are at the heart of everything we do.**
 - We love people, build relationships, and make connections with the goal of changing one life at a time.

- **We get it done.**
 - When there is a hard issue to tackle in our community, our community comes to us. We roll up our sleeves and get after it.
- **We have fun!**
 - We're a bunch of goofballs that love what we do and have fun doing it.

LEDC VALUE PROPOSITION

VALUE PROP #1: Membership Value

Promoting our members, providing insider information to them and identifying and addressing their needs is priority number one for us.

1. Promote our members
2. Insider Information
3. Address member needs

VALUE PROP #2: Recruit + Retain Business

Our members count on us to excel at recruiting and retaining business. We do this by marketing Lakeland and its assets. This leads to the creation of jobs, square footage absorption and capital investment in our community.

1. Drive Lead Generation
2. Closed Deals

To apply, please send your cover letter and resume to kdecker@lakelandcdc.com by Wednesday May 18th by 5:00 pm.