Mission:
Lead engagement with existing business/industry to identify and support opportunities resulting in diversification and growth in Louisiana’s Capital Region

Goals:
- Completing effective meetings with key business executives in the nine parish region to fully comprehend their business, products/services and identifying opportunities aligned with their growth strategies.
- Ensure BRAC is most informed and a respected source for solutions to issues impacting business expansion including but not limited to comprehensive understanding of barriers and opportunities for growth, operational efficiencies and identifying solutions that will enhance business expansion and job creation.
- Manage relationships and collaborate with strategic partners to develop innovative business solutions including but not limited to Louisiana Economic Development, Local Economic Development organizations, Workforce Solutions (Community Colleges, Universities, etc.), Business Incubators, Venture Capital and Business Assistance Resources.
- Coordinate with BRAC staff to provide successful project leadership and assistance for companies seeking to expand or ensuring retention in the Capital Region.
- Effectively communicate BRAC’s enhanced suite of service offerings to the business community. Engage entrepreneurs, mid-cap and economic driver companies to identify opportunities to leverage resources that will support business expansion and partnerships to increase retention.

Responsibilities:
- **Prospect Relationships** - Focus on understanding and responding to the needs of companies considering investment in the Capital Region. Leverage strong listening and problem-solving skills to meet the needs of prospective clients. As needed, lead or assist in project efforts to effectively interface with business executives.
- **Solution Development, Communication and Execution** – Facilitate connection and develop solutions for companies that provide a comprehensive, compelling case for investing in the Capital Region. Successfully prepare and communicate solutions with strategic partners and to the company. This includes leveraging well-structured documents, presentations, and proposals, as needed. Ensure that external communications align with BRAC’s overall marketing and branding efforts.
- **Business and Regional Expertise** - Develop a high-level expertise in the strengths, assets, programs and connections that the Capital Region business ecosystem can provide to a company to enhance their growth strategy. This includes: applicable sites and buildings, relevant regional and community assets, cost advantages, state and local tax advantages, state and local incentive programs, logistics/transportation assets, workforce availability, workforce development programs, etc. Apply this expertise in developing customized solutions for company projects.
- **Internal Reporting, Communication and Collaboration** - Communicate and report project related management activities through Salesforce, BRAC’s customer relationship management (CRM) database, emails, written reports, verbal reports and other methods. Utilize consistent, diligent approach for reporting and maintenance of CRM database. Provide project updates as needed to team members, investors and partners.
- **Support BRAC’s Strategic Plan** - Provide collaborative support to enhance achievement of BRAC’s 5-year strategic plan and Business Development goals.
Major activities include:
- Actively visit with existing company executives and provide on-going support and services to corporate officials and collect key information in Salesforce
- Uncover potential projects from company visits.
- Develop various reports from company visits.
- Develop compelling solutions for projects that are built around a robust understanding of the business/industry key decision criteria for the project
- Build and utilize regional expertise (e.g., sites, assets, tax competitiveness, incentives) in developing and communicating a compelling value proposition
- Identify appropriate buildings/sites, and coordinate impressive site visits and site materials
- Develop and deliver accurate and effective documents and presentations to facilitate communications with business prospects
- Effectively manage and track project activity in Salesforce CRM
- Maintain detailed, accurate understanding of business ecosystem and all players including for-profit, non-profit, federal, state, local government resources.
- Recruit assistance from strategic partners for specific tasks/assignments to assure project wins
- Manage special project assignments and collaborate with other team members to support overlapping/aligned goals related to business solutions including workforce, innovation partnerships, start up assistance, ecosystem mapping and key business wins.
- Ability to travel extensively in the Region with limited travel out of state.

Performance Skills and Individual Competencies:

Education:
- Bachelor’s degree in Business, Marketing, Finance, Economics, Engineering or related degrees
- Master’s degree in Business or related fields desirable, but not required
- At least 3 years of experience in a project management role not limited to business consulting, marketing, finance, economics, contracts/legal or engineering capacity

Experience desired:
- Proficiency in Microsoft: Word, Excel, and PowerPoint
- Experience with CRM database, ideally Salesforce
- Very strong communications skills including written reports and creating/delivering effective presentations
- Possess comprehensive understanding of business principles with an entrepreneurial mindset, including finance, supply chain, sales, marketing, real estate, procurement, workforce development/human resources, strategic business planning, statistics, etc.

Personal attributes:
- Results and goal oriented
- Ability to manage multiple responsibilities and assignments
- Effective people skills, comfortable interacting with senior executives and regional leadership
- Strong listening skills
- Entrepreneurial thinker
- Organized and detailed
- Demonstrated problem solving and analytical skills
- Positive attitude, energetic, and team builder/team player
- Willingness to travel

Apply at: http://brac.org/brac/people_careers.asp#2