

JOB DESCRIPTION

The **Business Attraction, Retention, and Expansion (BARE) Manager** works under the direction of the Operations Manager and performs complex administrative and managerial functions including planning, organizing, and directing the business attraction, retention, and expansion programs with the primary goal of creating new jobs, enhancing economic growth, and extend Bastrop's reach through expert discovery and exploration of new and untapped business opportunities and relationships. Initiates contact and develops relationships with landowners and key decision makers in targeted industry companies to generate new business development leads, site selection firms, prospect visitations, and successful location decisions. Possesses knowledge of economic development contract management/administration. Works with Operations Manager and the board to develop short- and long-term planning, programs, and budgets. Emphasis is on working in a collaborative setting; dealing with the issues associated with rapid growth and seeking out creative solutions to development related issues.

JOB REQUIREMENTS

PRIMARY DUTIES AND RESPONSIBILITIES:

The following list of duties is not intended to serve as a comprehensive list of all duties performed by all employees in this classification, only a representative summary of the primary duties and responsibilities. Incumbent may not be required to perform all duties listed and may be required to perform additional, position-specific duties

- Assists the City Manager and Operations Manager with implementing initiatives designed to recruit, retain, expand, and help germinate new businesses and employment to Bastrop and achieve the board's vision.
- Oversees business attraction, retention, and expansion programs including developing and implementing programs to support existing businesses to ensure their long-term success in Bastrop
- . Also supports the City of Bastrop's development activities.
- Develops and maintains a database of existing Bastrop businesses.
- Designs, coordinates, implements, and oversees a proactive business retention and expansion program activities and events; visits and communicates with businesses owners or businesses' senior management to retain Bastrop businesses or services and quickly devise solutions to problems.
- Develops a "toolkit" to help Bastrop businesses stay and thrive in Bastrop.
- Develop relationships with community organizations, stakeholders and synergistically match Bastrop businesses with resources.
- Plans and executes events such as employer appreciation events, business and industry roundtables, and others.

- Maintains community business and demographic information, including site and building availability, wages, taxes, labor market, transportation, educational attainment, area utility rates, and demographics.
- Works to form strong relationships between the business functions including sourcing leads, drafting proposals, assisting in negotiating development agreements.
- Cultivates and actively maintains meaningful professional relationships with economic development stakeholders and allies, site consultants, commercial real estate brokers, and landowners, as well as established and prospective businesses, through various forms of regular contact and communication.
- Facilitates presentations and client site visits.
- Facilitate and manage all aspects of a site location project, from initial contact, research, proposal, presentations, prospect visit, negotiation, location decision and announcement.
- Manages all incentive contracts as to compliance and acts as a liaison for the incentive recipient throughout the term of the contract.
- Maintains a BARE Program Dashboard that includes companies/site selectors contacted, number of active projects, and number of proposals submitted.
- Coordinates, oversees, and prepares financial and economic analyses of projects and potential financial incentives including conducting research, and determining potential fiscal/economic impacts.
- Works with and manages interactions with local, state, and federal economic development partners to prioritize and encourage development and infrastructure expansions that align with BEDC strategic goals as well as promote the advantages of Bastrop as a top venue for commerce.
- Researches and identifies new business opportunities - including new markets, growth areas, trends, customers, partnerships, products, and services - or new ways of reaching existing markets.
- Using lead forensics and data analytics, research and seek out potential businesses that align with the BEDC goals, assets, and strategies.
- Identifies and manages new lead generation activities and strategies, including creating and implementing a strategy to identify and build relationships with key supply chains of BEDC identified target industries.
- Identifies project risks, develops risk mitigation and contingency plans, and implements action plans to reduce or eliminate project risks.
- Interfaces with internal and external stakeholders to define project requirements and constraints.
- Tracks and reports progress of each project against goals, objectives, approved budgets, and approved timelines.
- Maintains records and develops reports concerning new or ongoing programs and programs effectiveness.

- Participates in industry and relevant professional organizations; stays abreast of new trends and innovations in the field of economic development.
- Assists in developing the annual budget for the BARE Program; manages the program's annual budget to meet strategic goals and objectives.
- Represents and promotes BEDC's interest on all assigned projects.
- Develops and maintains a calendar of events for business development, attraction, and expansion purposes and coordinates activities and events for retention purposes.
- Maintains exceptional familiarity with the community's marketable assets, business leadership, brokerage community, talent partners, etc.
- Recognizes emerging needs and interests of key stakeholders, including internal, economic development, commercial and residential real estate brokers, and prospective businesses.
- Partners with the Governor's Office of Economic Development, Tourism, and Small Business Assistance to bring prospective companies to Bastrop.
- Collaborates with the Operations Manager in the attraction of new businesses and industries including developing responses to Requests for Information (RFI's) and Requests for Proposals (RFP's).
- Collaborates Workforce Partners to identify and implement programs to meet the employment needs of Bastrop's major industry clusters and small business.
- Communicates courteously and effectively with team members, city officials, the business community, contractors, developers, site selectors, and the public in person, in writing, and by telephone - sometimes in stressful situations.
- Effectively represents the BEDC in professional organizations, governmental agencies, and outside activities as needed.
- Travels as required; and
- Performs other duties as required.

NECESSARY KNOWLEDGE, SKILLS, AND ABILITIES:

- Demonstrated knowledge of principles, practices, procedures, and strategies of economic development, community development, planning and zoning, economic trends, and related economic development principles and practices.
- Demonstrated knowledge of economic development principles, research, database management, and strategic planning.
- Demonstrated knowledge of economic development incentives, particularly the ability to analyze both financial and non-financial impact to the community.
- Demonstrated knowledge of commercial/industrial real estate development.
- Demonstrated knowledge of Customer Relationship Management (CRM) applications.
- Demonstrated ability to establish immediate credibility with stakeholders, build consensus and achieve goals through influence.
- Proven track record of successful business development accomplishments.

- Proven track record of successful ability to manage large and complex projects.
- Visionary mentality with ability to focus on overall concept and longevity of results of related projects.
- Strategic thinker with the ability to assemble customized business recruitment approaches.
- Highly skilled at business operations and sales.
- Successful track record in business-to-business sales and negotiations.
- Ability to build and maintain relationships.
- Excellent listening, negotiation, presentation, verbal, written, and electronic communication skills.
- Strong decision-making skills.
- Working experience with sales techniques.
- Proficiency with data collection, tabulation, and analysis, benefit cost return-on-investment analysis, forecasting, and budgeting.
- Proven ability to plan and manage resources.
- Ability to read complex read, analyze, and interpret industry journals, legal documents, financial reports, development agreements and contracts, development-related documents, master plans, and budget documents.
- Ability to always demonstrate confidentiality at all times; required to work with and safeguard confidential information. Confidentiality is regularly entrusted and would result in the loss of the client's trust and business as well as the trust of internal and external stakeholders if not handled properly.
- Ability to communicate clearly, orally, in writing, and uses emotional intelligence to work through challenges and issues.
- Ability to be self-sufficient, independent, and resourceful.
- Must be able to demonstrate effective public speaking skills.
- Must possess communication skills to deal and negotiate with members of all backgrounds and personalities.
- Must exhibit an entrepreneurial spirit and be results and solutions oriented.
- Ability to use creative thinking and seek innovative solutions to address complex situations.
- Must have above-average computer skills including all Microsoft Office applications.
- Must be able to effectively read, write and communicate in English, fluency in additional languages a plus.
- Must be able to use applied knowledge to formulate positive solutions to problem situations.
- Ability to travel; and
- Must be adaptable to changing priorities with short notice.
- Through knowledge of the real estate industry in Bastrop.
- Maintains established relationships with property owners in the County.

MINIMUM QUALIFICATIONS & POSITION REQUIREMENTS:

Education: Bachelor's degree in urban or Regional Development, Geography, Finance, Economics, Real Estate, Business/Public Administration, Marketing, or a closely related field; a master's degree in any of these fields is a plus.

Experience: A minimum of 10 years of experience and proven success in economic development, business development, corporate relocation assistance and expansion, re-development, community development, business assistance, real estate development, public/private finance, or a closely related field OR an equivalent combination of education and experience. Graduate of the University of Oklahoma's Economic Development Institute a plus; CECD certification a plus.

Must have a valid Texas driver's license, pass a motor vehicle check, and pass a background check. Must have a valid passport.

Work conditions: Standard office environment. Regular site visits in the field.

Activities occur inside and outside. The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Activities occur inside and outside.

COMPENSATION:

Salary will be competitive and commensurate with experience and qualifications plus benefits.

REFERENCES AND BACKGROUND CHECK:

Finalists for the position will undergo extensive background and reference checks that may include:

- Credit check
- Criminal records
- Driving records
- Drug testing
- Education completion
- Personality profile assessments
- Professional references
- Social media background

Finalists will be asked to sign an authorization to release information for the purpose of the background investigation. Should an offer be extended prior to the completion of these checks, the offer will be made contingent on the successful completion of the reference and background checks.

Finalists will be asked to provide a list of references that should include, but not be limited to, a supervisor, a peer, a development client, and a subordinate, as applicable and feasible.