



TITLE: Director, Business Recruitment
DEPARTMENT: Economic Development

FLSA STATUS: Exempt
REPORTS TO: SVP, Economic Development

POSITION SUMMARY: The Director of Business Recruitment is a team member of the Economic Development Department at Greater Winston-Salem, Inc. The purpose of this role is to recruit new business and industry to Forsyth County, growing our tax base through new investment and quality jobs. The Director of Business Recruitment will contribute to the development and implementation of strategies for business and industry recruitment, along with performing research inquiries for special projects and client/prospect requests.

ESSENTIAL FUNCTIONS:

- Facilitate and manage all aspects of a site location project, with oversight from SVP of Economic Development, from initial contact, research, proposal, presentations, prospect visit, negotiation, location decision and announcement
- Cultivate and actively maintain meaningful professional relationships with economic development stakeholders and allies, site consultants, real estate brokers as well as established and prospective businesses, through various forms of regular contact and communication and report to SVP of Economic Development
- Support organizational initiatives as needed, including conducting research, determining fiscal/economic impacts of projects, preparing and delivering high-level correspondence and presentations, developing itineraries, agendas and supporting materials
- Become familiar with the region's marketable assets, local leadership and building/site options, including responsibility to maintain buildings and sites database
- Represent GWSI and advocate on behalf of the Winston-Salem business community before elected officials
- Contribute to the development and implementation of marketing programs that align with goals and objectives of business recruitment.
- Maintain knowledge of economic development trends and opportunities for business growth by attending relevant conferences, tradeshow, marketing missions, and site consultant visits
- Monitor and measure project activity and pipeline through entry into Salesforce
- Other duties as assigned by the SVP, Economic Development and CEO/President of Greater Winston-Salem, Inc.

MINIMUM QUALIFICATIONS:

- Bachelor's degree in business, economics, urban planning or related coursework required.
- Previous experience in economic development, business development or related field required.
- Prior project management expertise and proven success is preferred.
- Familiarity and prior use of common research data sources is preferred.
- Intermediate to advanced computer skills including Microsoft Office 365, Microsoft Teams, Salesforce and other virtual meeting platforms, and various real estate software packages.



- Ability to professionally communicate in verbal and written form, exhibit exemplary presentation skills, along with strong interpersonal skills.
- Ability to work effectively with a diverse group of stakeholders including business executives, site consultants, economic development allies, and business partners/employers.
- Excellent time management skills including managing multiple tasks and priorities; attention to detail; adaptability; dependability.
- Ability to display leadership behavior, integrity, and professionalism in the workplace and while representing the organization.
- Ability to travel domestically and internationally as required.
- Excellent problem-solving and critical thinking abilities.

WORKING CONDITIONS/PHYSICAL DEMANDS:

- Characteristics of working conditions and physical demands described here represent those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.
- *Working Conditions:* While performing the duties of this job, the employee may be exposed to weather conditions prevalent at the time during travel and site visits. This includes heat/cold, precipitation, and humidity. Ability to travel locally and occasionally to surrounding areas. Occasionally work evenings as needed. This position is based in the business office. The noise level in this work environment is minimal.
- *Physical demands:* While performing the duties of this job, the employee is required to walk, sit, stand, balance, talk, speak clearly, hear, and listen throughout the workday. The employee must regularly lift and/or move up to 30 pounds and possess the ability to grasp, move, and assemble objects. Specific vision abilities required by the job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.