



Business Development Administrator #03162

City of Virginia Beach – Job Description

Date of Last Revision: 05-06-2019

FLSA Status: Exempt

Pay Plan: Administrative

Grade: 18

City of Virginia Beach Organizational Mission & Values

The City of Virginia Beach exists to enhance the economic, educational, social and physical quality of the community and provide sustainable municipal services which are valued by its citizens. The City of Virginia Beach organization is based upon a belief in the democratic process of government. This belief provides meaningful ways for citizens, reflecting the diversity of our City, to contribute to the development of public policy. This process is enhanced by organizational values which guide member performance within the Virginia Beach Quality Service System. These Values define our desired organizational culture. We value quality customer service; teamwork; leadership and learning; integrity; commitment; and inclusion and diversity.

Class Summary

Assist the Director of Economic Development in overall management and supervision of the research, public relations, marketing, finances, project developments, and administration of the Virginia Beach Development Authority. Supervises the staff responsible for these functions in order to grow the City of Virginia Beach's economy.

Representative Work Functions and Responsibilities

Plan, direct and supervise the execution of the economic development business attraction and retention programs including the marketing and communications strategies that accomplishes the City Council goals of growing our economy through business expansions, capital investment and job creation. The result of these activities produces an expansion of the city's tax base and employment opportunities for its residents.

Supervise staff; develop, monitor and evaluate staff performance.

Directly responsible for the coordination and administration of developing the department marketing programs and budgets for both domestic and international business prospects that align with target industry sectors identified for enhancing the local economy. Effectiveness is evaluated annually through established performance indicators and metrics that measures economic impact.

Direct the participation, representation and advocacy for the City of Virginia Beach at meetings, conferences and through face to face negotiations for domestic and international companies to consider the city for investment that will serve as a means to grow the economy.

Directly responsible for negotiations with prospects considering the city and preparing, when necessary, recommendations for an EDIP grant and presentation to the Virginia Beach Development Authority and at times City Council. Oversee the operations of the international offices and staff through personal contacts and reporting.

Work directly with the Department Director, department staff, real estate professionals, City officials, City Council and site location consultants to identify and effectively communicate and respond to the driving forces in the industry.

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Develop, direct and oversee prospect visits and RFP submittals for prospect inquiries. Work and represent the city with the Virginia Economic Development Partnership and the Hampton Roads Economic Development Alliance with regard to prospects visits and requirements for information for competitive analysis purposes.

Create and manage the annual marketing travel calendar that outlines strategic initiatives for recruiting targeted industry sectors that meet goals to grow the economy.

Direct advertising and marketing plan with PR/ Ad agency that frames city communication strategy to various constituents

Perform special projects assigned by Department Director.

Perform other job duties requiring skills, knowledge and physical requirements as demanded by those duties described or less. Individual assignments will be determined by the supervisor based on then current workloads and department needs.

Performance Standards

Sales presentations to all prospects are effective, handled professionally and bring distinction to the department; prospect requests are handled promptly with creativity and persistence; new prospects are developed; development authority and city-owned business property sale transactions are negotiated professionally and ethically; business development sales goals as established by the department director are attained; business and agribusiness development programs are managed efficiently and effectively; professional staff are provided appropriate training and encouraged to pursue associations and relationships to stay abreast of innovations in the field; human and financial resources are managed for optimum efficiency; close contact is maintained with owners and agents of available private sector sites and buildings to market their resources to prospects and with domestic and foreign economic development allies and business concerns to exchange information and identify direct leads for new additional business development; professionalism, flexibility, courtesy, efficiency, competitiveness, motivation, adaptability, resourcefulness, innovation, creativity, persistence and initiative are critical to this position.

Minimum Qualifications

Bachelor's degree in economics, public administration, business administration or related field and seven (7) years of experience utilizing the knowledge, skills, and abilities associated with such positions as public administration, business administration or comparable positions OR an equivalent combination (11 years) of education (above high school level) and years of experience utilizing the knowledge, skills, and abilities associated with this position.

Must have, or obtain, a current and valid Virginia or North Carolina driver's license in accordance with Virginia or North Carolina DMV driver's license eligibility requirements.

Special Requirements

All employees may be expected to work hours in excess of their normally scheduled hours in response to short-term department needs and/or City-wide emergencies.

This description is intended to indicate the kinds of tasks and levels of work difficulty that will be required of positions that will be given this title and shall not be construed as declaring what the specific duties and responsibilities of any particular position shall be. It is not intended to limit or in any way modify the right of any supervisor to assign, direct, and control the work of employees under his or her supervision. The use of a particular expression or illustration describing duties shall not be held to exclude other duties not mentioned that are of similar kind or level of difficulty.

Knowledge-Skills-Abilities Required to Perform Satisfactorily

A. Knowledge

1. Thorough knowledge of the principles and practices of economic development, including the techniques of business and statistical analysis as an information base to attract, locate, retain and expand business concerns.
2. Knowledge of the principles and practices of modern public and personnel management.
3. Knowledge of the overall goals and objectives of the city and long range plans and needs for improvement of the economic base.
4. Knowledge of the terminology and practices of specialized fields including engineering, architecture, real estate law, corporate finance, land use planning and development professions as they relate to business concerns, building, site acquisition and construction.
5. Knowledge of budgeting principles and administration of municipal government.
6. Knowledge of marketing, sales and advertising practices and principles.

B. Skills

1. Skill in establishing and maintaining harmonious working relationships with other government officials, business executives, economic development allies, and the press.
2. Skill in communicating and presenting ideas and information concisely and effectively, both orally and in writing.
3. Skill in analyzing business development project situations and problems and developing innovative and imaginative plans and programs for solution.
4. Skill in preparing and presenting complex reports.
5. Skill in establishing goals and objectives, developing action plans and monitoring performance

C. Abilities

1. Ability to develop program planning and to evaluate program accomplishments.
2. Ability to lead, manage, motivate, evaluate and supervise the work of professional and support staff.
3. Ability to negotiate complex and sensitive projects involving major business prospects.
4. Ability to assume responsibility with minimum direction, produce effectively under pressure, work independently, establish priorities and maintain confidentiality.
5. Ability to travel as necessary to effectively execute the responsibilities of the position.

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Working Conditions

The below stated working conditions are intended to provide a general overview of the environmental conditions inherent in the job setting, as well as the physical, mental, and sensory requirements necessary to perform the essential functions of positions in the noted job title. A more detailed description will be made available at the position (PCN) level.

NOTE: Per HR Policy 6.19, Americans with Disabilities, the City follows the requirements of the Americans with Disabilities Act (ADA) in all hiring and employment decisions. The City shall not discriminate on the basis of disability in its hiring and employment practices. The City shall make reasonable accommodations for the known physical or mental limitations of a qualified applicant or employee with a disability upon request unless the accommodation would cause an undue hardship on the operation of the City's business.

Physical Requirements: *Physical refers to the requirement for physical exertion and coordination of limb and body movement.*

Requires medium work that involves walking or standing most of the time and involves exerting up to 10 pounds of force on a regular and recurring basis and routine keyboard operations.

Mental Requirements: *Mental refers to the degree that the job involves cognitive activities, and use of mental processes.*

Uses advanced professional level work methods and practices in the analysis, coordination or interpretation of work of a professional, fiscal, or legal nature and formulate important recommendations or makes technical decisions that have an organization wide impact.

Environmental Conditions: *Environmental refers to job conditions inherent to the job setting, including those that may lead to injury or health hazards even though precautions have been taken.*

This job involves a risk of limited to no exposure to any environmental hazards

Sensory Requirements: *Sensory refers to hearing, sight, touch, taste, and smell required by the job.*

The job requires normal visual acuity, and field of vision, hearing and speaking.

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