

Anytown, Texas

Retail Job Description

Job Title: Vice President of Business Development

Position Summary:

The Vice President of Business Development will be primarily responsible for developing and implementing a retail development program to increase retail sales through the expansion of existing and the addition of new retail establishments. This position will also serve a support role in the recruitment of service and industrial businesses.

Responsibilities of this Position:

I. New Retail Development

- Develop a targeted marketing plan for retailers
 - Create a database of potential retailers including number of sites, average sales, etc.
 - Determine each retailers closest location
 - Evaluate the probability of a retailer coming to Denison
- Identify retailers in categories of interest that are expanding
 - Focus the database (above) on areas of need identified
 - Read journals, newspapers, and articles to determine changes occurring in the retail environment
- Cold call targeted retailers and maintain a contact database and follow-up schedule
 - Directly contact potential retailers about coming to Anytown
 - Develop a retailer database of contact information
 - Support brokers in their contact of potential retailers
 - Follow-up on leads and contacts as appropriate
- Develop and maintain a database of all retail brokers and retail developers active in the area
 - Create a database of active retail brokers and developers including names, addresses, contact numbers, etc.
 - Consistently follow-up to check on changes and new developments
 - Create an email list to notify brokers and developers of changes in the market
- Develop a networking system to interact with local, regional and national retailers and developers
- Attend International Council of Shopping Center (ICSC) area functions for retailer, broker and developer networking. Attend industry seminars, networking events, etc. to generate exposure for Denison
- Develop a web page to showcase retail development opportunities in Anytown. (This will include available properties, demographic information, etc)
 - Develop new retail pages for the Web site

- Work with the programmer(s) to make sure the new pages are loaded and work appropriately
- Include traffic counts where available

II. Retail Recruitment Services

- Develop and maintain a database of all available properties
 - Maintain a database of each parcel of land available for retail development
 - Maintain a database of each vacant building available for retail development
 - Develop a methodology for updating this database monthly
- Assist Property Owners and Landlords in developing professional property offering packages
 - Develop a standard professional package for use by people marketing their properties
 - Included in this package will be maps, photos, traffic, and demographics
- Assist Property Owners and Landlords in evaluating the fair market value of their property
 - Maintain a database of current asking prices
 - Review current asking prices and raise concerns with property owners of parcels that are out of sync with the market
- Assist Property Owners and Landlords with developing and executing marketing plans
- Arrange property tours for prospects and assist Property Owners and Landlords with property tours on an as needed basis
- Assist in negotiating offers and/or proposals on behalf of Property Owners and Landlords
- Maintain consistent business hours and be available to Prospects, Property Owners and Landlords at all times
- Serve as a liaison with all retail prospects/developers and municipal departments. Offer service at every step of a project to facilitate closing

III. Retail Business Retention and Expansion

- Create a retail contact and assistance program for existing retailers
 - Meet with and follow-up with existing retailers
 - Create a list of services that the ED office can provide
- Conduct a needs assessment of current retailers
 - Working with existing retailers find out what issues they would like addressed
 - Work with various city and local groups to try and resolve issues and/or questions retailers have
- Prepare and provide current demographic data to existing retailers

IV. Redevelopment

- *Assist in developing incentives and/or development programs that will spur the redevelopment of selected areas*
- *Research various plans and provide options*
- *Work with existing and potential business owners in understanding what incentives are available*

V. General

- Develop and maintain short and long range goals and design a workable plan to achieve goals
- Maintain and expand current relationships with the Chamber, City Department Directors and community leaders for project support and facilitation
- Communicate the retail strategy to the community through personal meetings, group meetings, and the media
- Develop and maintain retailer-focused community marketing materials
- Assist ED President with projects on an as-needed basis