

VP, Business Attraction Job Description

ABOUT THE POSITION

The **Vice President of Business Attraction** is responsible for managing the Chamber's business attraction activities, which include budgets for trade show travel, lead generation, advertising and marketing. This position reports directly to the CEO of the Chamber.

ESSENTIAL DUTIES

Work with Chamber staff to develop and implement business attraction strategies and campaigns aimed at our target markets.

- Cultivate relationships with site selectors, corporate executives and real estate brokers in order to generate prospect leads.
- Develop custom proposals for prospects.
- Administer and manage contracts between community and business to ensure terms are met.
- Manage projects from inception to close.
- Travel as required to trade shows, conferences and corporate offices to call on prospects and generate leads.
- Coordinate business attraction activities with representatives from key allies and stakeholders at the local, state and federal levels.
- Be knowledgeable of incentives available at all levels for businesses relocating to the area.