

Business Development Coordinator

(Last Updated October 2021)

JOB OVERVIEW

The Business Development Coordinator plays an integral role in supporting and aligning day to day efforts and activities within the business development functions of the Greater Sacramento Economic Council. This position requires an employee who thrives in a team environment and is eager to be exposed to numerous disciplines and areas of the economic development practice to further the job creation, attraction and retention goals of the Greater Sacramento Economic Council's six-county region. It reports to senior level leadership within the organization.

DUTIES AND RESPONSIBILITIES

- Collaborate with Marketing to execute on GSEC's digital lead generation efforts through proactive and strategic LinkedIn outreach, targeted email campaigns, and effective market research
- Identifying business opportunities at trade shows and conferences for the business development team and conducting cold call and email outreach to secure meetings
- Supports recruitment, expansion and retention projects through in-depth prospect research, managing proposals/RFI responses and delivery of timely intelligence to Project Managers and Executive Team.
- Updating and maintaining customer relationship management (CRM) database on potential and current prospects as well as business multipliers and be responsible for data integrity for business development information in collaboration with the teams CRM lead
- Assist with the planning and execution of events, market visits and trade shows on behalf of the overall business development team
- Contributing as part of a collaborative team by assisting with scheduling for the President & CEO as it relates to business development activity
- Maintaining positive and effective working relationships with economic development partners, commercial real estate professionals, c-suite executives, and other decision makers
- Monitoring news and developments relating to, or impacting, prospects and target industries and preparing regular reports for organizational leadership
- Working with internal teams to develop and create briefs, white papers, and presentations around relevant content
- Performing assigned duties in highly interruptive conditions and under constant time pressures
- Maintains strict confidentiality of leads and projects.

REQUIREMENTS, QUALIFICATIONS AND DESIRED TRAITS

- Strong computer skills, proficient in the MS Office suite of products as well as relational databases
- Strong customer service, presentation and relationship management skills
- Ability to juggle multiple projects and meet tight deadlines

- Bachelor's degree in a related field or equivalent full-time, professional-level sales or business development experience

APPLICATION INFORMATION

Salary range is dependent on experience. Qualified candidates should respond by sending a cover letter and resume to hr@greatersacramento.com.

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