

Title: Business Recruitment Manager
Location: Cheyenne
Division: Business Development
Reports To: Business Development Deputy Director
Position Status: Exempt
August 2018

Basic Purpose:

Lead WBC's business attraction efforts aimed at enticing out of state companies to expand or relocate to Wyoming. Develops and maintains contacts with target industries and site selectors to attract business and industry to Wyoming. Develops relationships with prospects to match company needs to locations and resources in Wyoming. Strong advocate for Wyoming as a place for doing business and a passion to drive others toward that same vision. Builds and utilizes personal/professional networks to attract expanding/relocating companies to Wyoming. Seeks, develops and encourages prospects to do business in Wyoming resulting in job creation and capital investment.

Essential Duties:

- Strategically identify and develop business relocation/expansion prospects, based on priority target industries of the WBC.
- Maintain relationships with prospect companies through regular contact and follow-up to requests.
- Strategically identify, secure and lead prospect meetings at events or during recruiting missions.
- Act as first-line contact for business relocation inquiries.
- Maintain regular communications with site selectors.
- Manage project response teams and proposals. Serve as WBC's primary contact and team leader for recruitment and development efforts.
- Inform local economic development organizations of project status monthly.
- Maintain WyomingSites.com real estate data base and proposal generation system.
- Maintain recruitment project database, regularly report project status
- Direct and organize company site visits to Wyoming.
- Identify prospect needs, i.e. cost studies, licensing issues, need for local contacts and provide required information to companies as they evaluate various locations for operations.
- Work with Business Finance Manager to identify financial needs of prospect companies.
- Work with Business Ready Communities Division and outside agencies to develop "incentive" packages for prospect companies.
- Negotiate and manage contracts with various types of vendors, i.e. prospect development, events, etc..
- Maintain relationship and protocol with other state agencies developing business recruitment leads.
- From time-to-time, participate in Business Development Division projects, not necessarily related directly to business recruitment

Position Requirements:

- Strong sales, promotion and advocacy skills. Persuasion, influence and relationship building skills are critical.
- Strong communication skills; written and verbal.
- Able to build and promote trust and teamwork.

- Solid decision-making skills.
- Work well both independently and as a member of a team.
- Any combination of education and experience equivalent to a bachelor's degree in business, marketing or related field, plus 5 years' experience in economic development or related field.