



City of Peoria HUMAN RESOURCES

Title: Chief Business Attraction Officer

FLSA STATUS: Exempt from overtime under FLSA.

SUPERVISION RECEIVED AND EXERCISED:

Receives direction from the Economic Development Services Director.

MINIMUM QUALIFICATIONS

- **Education:** Bachelor's degree in a business related field of study to include Business Administration, Sales and Marketing, Communications, Business Development, Economic Development, or other related field. A Masters Degree in a related field of study is preferred.
 - Equivalency: Equivalent years of experience are equal to one (1) year of relevant experience for every one (1) year of education required.
- **Experience:** Requires seven or more years of directly related experience. Requires direct experience in the sales, marketing and attraction of advanced industries, as well as data analysis, market analysis, making presentations, compiling data, traveling in- and-out of market to attend sales missions, conferences, and other sales channels to attract key advanced industries to the City. Experience working in a regional economic development organization and/or a private site selection firm specializing in business attraction is desirable.
- **Licenses/Certifications/Special Requirements:**
 - Valid AZ Drivers License upon hire.

PREFERRED/DESIRABLE QUALIFICATION(s):

- Masters Degree
- Experience in a regional economic development organization for business attraction, or private site selection firm.
- Extensive experience in site selection, prospect lead generations, sales and marketing, market and data analysis.
- Ability to create and develop new and innovative regional and international business attraction programs
- Cultivating relationships with both U.S. and foreign-owned corporations on the benefits of relocating their business to Peoria
- Understanding competitive market strengths and weaknesses and effectively articulating Peoria's economic assets and advantages
- Evaluating the effectiveness and economic impact of Peoria's business attraction initiatives and locates



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JOB SUMMARY

The purpose of this position is to plan, organize, manage, and implement the activities of economic development business attraction, as well as sales and marketing under the Economic Development Services Department's Marketing and Communications Strategy for advanced industry business attraction and recruitment, as well as to advance the City's Economic Development Implementation Strategy. Establishes goals and objectives; sells and markets the City's economic assets to targeted companies; analyzes economic trends, local workforce and demographics; strategizes targets, and prospect companies through various sales and marketing efforts; travels and makes presentations; implements projects and programs; completes tasks and schedules; develops the sales and marketing budget, calendar, and strategy; serves as technical advisor on business attraction; resolves issues; serves as a liaison between the City, private sector, community groups, and other government agencies. This position will also serve as the City's primary point of contact with the Greater Phoenix Economic Council, Arizona Commerce Authority, CABC, West Marc, Arizona Association for Economic Development, and other state, local, or regional economic development organizations as needed.

ESSENTIAL FUNCTIONS

Note: This information is intended to be descriptive of the key responsibilities of the position. The list of essential functions below does not identify all duties performed by any single incumbent in this position.

#	Essential Functions
1	Implements the Economic Development Services Department's Marketing and Communications Strategy by planning and prioritizing tasks, ensuring policy and procedure compliance, recommending changes and adjustments, monitoring strategy performance and new approaches to attract targeted industries to Peoria.
2	Implements economic development sales and marketing activities; evaluates needs and results; creates strategies and plans for implementation; evaluates progress.
3	Responds, on behalf of the City, to all targeted industry attraction-related inquiries; conducts research, prepares documents, and communicates all information for business attraction.

Chief Business Attraction Officer

Created March, 2015 REVISED September 28, 2015



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| 4 | Coordinates and oversees critical financial and economic analysis on targeted industry attraction to Peoria; manages business recruitment tasks; develops good working relationships with clients and businesses; manages consultants and project teams involved in implementation of the Economic Development Services Marketing and Communications Strategy and EDIS. |
| 5 | Coordinates activities. Works with departments and agencies; develops strategies and procedures for effective interactions; provides staff support to various City boards, commissions, and citizen groups; acts as liaison between the City and Economic Development Councils, and various federal, state, and local economic development agencies. |
| 6 | Makes verbal and written presentations to City Management, City Council, boards, commissions, trade associations, businesses, site selectors, and citizen groups and organizations in a professional and effective manner. |



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PHYSICAL DEMANDS AND WORK ENVIRONMENT:

Physical strength for this position is indicated below with “X”					
The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.					
Sedentary	Light	X	Medium	Heavy	Very Heavy
Exerting up to 10 lbs. occasionally or negligible weights frequently; sitting most of the time.	Exerting up to 20 lbs. occasionally, 10 lbs. frequently, or negligible amounts constantly OR requires walking or standing to a significant degree.		Exerting 20-50 lbs. occasionally, 10-25 lbs. frequently, or up to 10 lbs. constantly.	Exerting 50-100 lbs. occasionally, 10-25 lbs. frequently, or up to 10-20 lbs. constantly.	Exerting over 100 lbs. occasionally, 50-100 lbs. frequently, or up to 20-50 lbs. constantly.

Work Environment for this position is indicated below with “X”			
The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.			
Office X	Outdoors	Vehicle	Office and Field/ Plant/ Warehouse
Position is typically office or administrative work and is not substantially exposed to adverse environmental conditions.	Incumbents may be subjected to extreme temperatures, wetness/humidity, respiratory hazards and noise and vibration.	Incumbents may be subjected to moving mechanical parts, vibrations, fumes, odors, dusts, poor ventilation, chemicals, oils, extreme temperatures, inadequate lighting, work space restrictions, intense noises and travel.	The work will occur in an office and field environment. While performing the duties and responsibilities the employee maybe exposed to loud noise, noxious odors, unsanitary conditions, chemicals, electricity, moving mechanical parts, varying weather conditions, and other related conditions and situations. Position is subject to atmospheric conditions: Fumes, odors, dust, mists, gases or poor ventilation

MACHINES, TOOLS, EQUIPMENT, SOFTWARE, AND HARDWARE:

Computers, printers, copy / fax machine, and related software.

PROTECTIVE EQUIPMENT REQUIRED:

None required.