



JOB DESCRIPTION

TITLE: Retail Business Development Specialist

GRADE: Non Exempt

SALARY: \$45,000 annually plus benefits

REPORTS TO: Client Services Manager

PURPOSE OF POSITION: Under the direction of the Client Services Manager, the Retail Business Development Specialist is responsible for attracting retail to the Fresno County's rural cities. The specialist is responsible for all retail request for information proposals. Provides premium customer service to all clients interested in pursuing retail investment in Fresno County's rural cities.

DUTIES & RESPONSIBILITIES:

Client Services (75%)

- Work with the Economic Development Specialist and rural cities to ensure all relevant information from cities participating in a request for information (RFI) proposals is included in the RFI and is submitted in a timely manner;
- Serve as the point of contact between new retail related attraction CLIENTS and EDC;
- Responsible to manage 100+ attraction clients at any given time;
- Research and provide requested data for site selectors, brokers & prospective clients;
- Serve as a retail expert to Fresno County rural cities ;
- Develop marketing plans and materials for rural cities;
- Coordinate site tours and client attraction meetings;
- Accountable for securing CLIENT confidentiality at the EDC;
- Conduct face-to-face meetings with clients to gather and present information to aid in decision making for attraction or expansion CLIENTS;
- Provide appropriate information and connect CLIENTS with appropriate resources & aligned organizations at meetings;
- Ensure all CLIENT deadlines are met;
- Assist existing retail businesses from the rural cities with informational and technical assistance needs;
- Complete an Operational Analysis when assigned a new participating business under the New Employment Opportunities (NEO) program;
- Coordinate all appointment at trade shows and facilitate meetings with rural cities;
- Create yearly retail marketing plan for rural cities; and
- Act as the lead contact for all retail activities;

Fresno County EDC
Job Description
Economic Development Coordinator

Program Support (25%)

- Complete monthly and quarterly reports as requested by the Client Services Manager;
- Assist in promoting and marketing the NEO program, the Fresno Energy Watch program, and other EDC programs;
- Ensure all CLIENT information activity is entered into client relationship management (CRM) system;
- Responsible for tracking and updating projects via Executive Pulse to assure up to date case management;
- Have a clear understanding of all federal, state, and local business tax credits and incentive programs;
- Update of incentive and resource library on data needed for business attraction, retention, and expansion clients;
- Maintain online database of available retail and commercial sites for Fresno County rural cities;
- Maintenance of site selector database;
- Other duties as assigned.

SKILLS & KNOWLEDGE REQUIRED:

- Must gain knowledge of the permitting process for new or expanding businesses;
- Must be capable of working with and earning the respect of senior business and public sector executives;
- Must be highly organized, team player, self-starter, effective communicator;
- Must be professional and exhibit high ethical standards;
- Excellent interpersonal skills;
- Good written and verbal communication skills;
- Must have a commitment to professional development in the economic development field;
- Professional writing, grammar, and spelling skills;
- Effective time management skills;
- Basic knowledge of standard office equipment;
- Computer literate and;
- Proficient in Word, Excel, PowerPoint, or similar software programs; and basic HTML experience.

MINIMUM EDUCATION & WORK HISTORY:

- Degree in Business or Marketing
- Must have some work experience in public relations, business, or related field
- Combination of some college and 5 years of marketing and professional office experience

PROPRIETARY & CONFIDENTIAL MATTERS

- All matters relating to EDC and its business activities are strictly confidential.