



**ALEXANDRIA  
ECONOMIC  
DEVELOPMENT  
PARTNERSHIP**

## Vice President of Business Development



The Alexandria Economic Development Partnership (ALEDP) is seeking experienced candidates to apply for the **Vice President of Business Development** position. This executive role leads business attraction and retention activities in Alexandria, Virginia – an Amazon HQ2 finalist city that is poised for significant growth and development over the coming decades. Backed by the support of city leadership and the community, the Vice President of Business Development will use a number of economic development tools, incentive programs, and a growing staff to attract and retain businesses that create new jobs and improve the economy for all Alexandrians.

Read more for details on this opportunity and Alexandria, VA.  
**Application deadline: June 7, 2019**

## ***We Are Excited You Are Here!***

Thank you for your interest in AEDP. We are excited to fill our **Vice President of Business Development** position and the opportunity to get to know you. In this packet we will share details about AEDP and our vision for this role. We realize though, that career decisions are about more than just the job. So we also want to introduce you to our wonderful city, Alexandria, Virginia which is located in the heart of the Greater Washington, D.C. region. This position will play a pivotal role in AEDP's and Alexandria's growth, so we are eager to find the perfect candidate!

Before we dive deep, here are a few quick things to know about the position and application process:

- The Vice President of Business Development leads the business development team and is responsible for AEDP's business attraction and retention strategy and execution.
- The base salary range is **\$125,000 to \$175,000 annually** plus a performance-based bonus option.
- AEDP offers a competitive benefits package that includes health, vision, dental, and life insurance, retirement, and paid-time off plus paid maternity/paternity leave, among other benefits.
- Relocation expenses will be considered.
- Work will occur outside of normal business hours.
- Some national/international travel may be required.
- Applicants are required to submit a cover letter, resume, and complete the supplemental questionnaire by **5:00PM on Friday, June 7, 2019**.
  - Please email the cover letter and resume to [Careers@alexecon.org](mailto:Careers@alexecon.org)
  - The supplemental questionnaire may be completed and submitted using the following link: [Supplemental Questionnaire](#)
- The position will be open until filled.

### *Who We Are*

The Alexandria Economic Development Partnership is a 501(c)6 public-private partnership that promotes the City of Alexandria as a premier location for businesses, entrepreneurs, nonprofits, and cutting-edge institutions of science and learning. We do this through proactive business attraction and retention, marketing and promotion, and by facilitating real estate development deals that create the environment necessary to support commerce.

A recent example of our success was taking a leading role in attracting Amazon's HQ2 to Northern Virginia, which will bring a Virginia Tech Innovation Campus to Alexandria. Success like this results in increased employment opportunities, a stronger economy to benefit all Alexandrians, and new tax revenues to enhance the quality of life in Alexandria. For more information about AEDP, please visit our corporate website at [www.alexecon.org](http://www.alexecon.org) as well as [www.GrowALX.com](http://www.GrowALX.com).

## ***Vice President of Business Development***

We seek candidates with proven business development and management experience who can build and lead our recently reorganized Business Development Team. The position is accountable for business attraction and retention strategy and execution in the City of Alexandria. The Vice President will initially manage a staff of four (4) and will use a variety of tools to successfully engage in lead generation, prospect management, familiarization tours and marketing missions, and business retention efforts. The position reports to the President & CEO and will often collaborate with the Chief of Staff, Vice President of Real Estate, and Marketing & Communications staff.

### ***Primary Areas of Work***

#### ***Competitive Analysis & Lead Generation***

- Directs and oversees analysis by staff to develop a deep understanding of local and regional competitors' value propositions, industry targets, and business attraction strategies
- Directs and oversees targeted research of industries and companies to identify high-potential business attraction opportunities and/or targets
- Manages tracking of leads and active prospects for business attraction/retention in the client relationship management system (CRM)

#### ***Business Attraction & Client Engagement***

- Develops Alexandria's value proposition and messaging to companies, site selectors, and consultants interested in locating businesses in Alexandria
- Cultivates and manages relationships with prospects and active clients by responding to requests for information
- Creates and executes tailored business attraction strategies and customized solutions to address the client/prospect's needs or challenges
- Designs and conducts familiarization tours of Alexandria for prospects and clients to showcase real estate, community amenities, and arrange meetings with key stakeholders

#### ***Marketing & Promotion***

- Collaborates with the Marketing & Communications Team on the development of print and digital promotional materials
- Participates in marketing missions and events to promote Alexandria, conducts presentations, briefings, and one-on-one meetings with company executives, site selectors, and consultants

#### ***Business Retention***

- Manages AEDP's business retention program using a systematic approach to proactive communication with key businesses in Alexandria
- Directs staff to identify key pain points of existing businesses that are at risk of leaving Alexandria and develops customized solutions to achieve retention

### **Compensation**

The salary range is **\$125,000 - \$175,000**, depending on qualifications, plus a performance-based bonus option

AEDP offers an **excellent benefits package**

# ***Vice President of Business Development***

## ***Job Qualifications***

### ***Experience***

- Results-oriented leader with a minimum 10 years of economic development, private sector, or nonprofit business development experience
- Proven manager with experience building teams, developing strategy, and aligning resources to achieve objectives
- Highly effective communicator familiar with brand promotion and conveying information in creative formats to diverse audiences

### ***Key Attributes***

- Leader – effectively identifies and develops talent; creates team strategies and goals that drive the team’s success; and collaborates with the Executive Team on developing organizational goals.
- Collaborator – communicates effectively and persuasively, both verbally and in writing; listens actively; and builds lasting relationships with clients and partners.
- Strategic Thinker – develops plans to achieve organizational goals and adapts plans based on changing conditions; incorporates data and analysis into decision-making; when approaching issues/challenges considers the short, medium, and long-term impacts of a course of action.
- Impact Oriented – mission driven; takes ownership of responsibilities and the initiative to advance the priorities of AEDP and the success of Alexandria.

### ***Skills***

- Excellent leadership skills and the ability to collaborate
- Excellent interpersonal skills to build and manage relationships
- Ability to develop and execute strategy
- Strong project management, organizational and time management skills with exceptional attention to detail
- Excellent communications (verbal and written) and presentation skills
- Excellent analytic and problem-solving skills
- Ability to work under time pressure
- Proficient in Microsoft Office suite and CRM software

### ***Education***

- A degree in economics, business, public policy, or a related field
- Graduate degree in business administration, economics, public policy or a related field is preferred

## ***Application & Selection***

Applicants are required to submit a cover letter, resume, and complete the supplemental questionnaire by **5:00PM on Friday, June 7, 2019**.

- Please email the cover letter and resume to [Careers@alexecon.org](mailto:Careers@alexecon.org)
- The supplemental questionnaire may be completed and submitted using the following link: [Supplemental Questionnaire](#)
- Incomplete applications will not be considered.

## **Application**

**Deadline:** June 7,  
2019

## **Recruitment Contact**

Please direct  
questions to Ryan  
Touhill at

[Careers@alexecon.org](mailto:Careers@alexecon.org)

# Welcome to Alexandria!



**Alexandria, Virginia** is just across the Potomac River from Washington, D.C. and strategically located within the Capital Beltway. Long known for its history and popular Old Town neighborhood and riverfront, Alexandria has recently entered into a new phase of growth and development. Billions of dollars of new investment are pouring into developments along major transit corridors along with young workers and families. Yet even with these changes, our city has maintained its unique charm and many distinct, community-focused neighborhoods. Here in Alexandria we pride ourselves as being a community that welcomes people of all backgrounds, lifestyles, and income levels to work and live.



**Potomac Yard:** a massive new mixed-use development anchored by a new \$380 million Metrorail station; the future home of the Virginia Tech Innovation Campus.



**Carlyle/Eisenhower Ave.:** here the National Science Foundation and U.S. Patent & Trademark Office are headquartered and significant new office, residential, and hotel development is in the pipeline.



**Old Town/Waterfront:** rooted in centuries of history, Old Town serves as the regions most authentic downtown. The newly revitalized waterfront has resulted in new development and opened access to the Potomac River.



**Old Town North:** just north of historic Old Town a transformation is underway with new neighborhood serving retail and multi-family residential bringing new amenities and people to this section of the city.



**The West End:** approved small area plans across the western portion of the city envision millions of square feet of new development creating abundant opportunities.

**Get around or out of town:** Alexandria is very pedestrian and bike friendly and our central location makes taking advantage of the region's amenities easy. Or hop on a train, plane, or boat to see the world!



Capital Bikeshare  
(31 stations)



Airport  
(2 miles away)



metro  
4 Metrorail  
stations



Regional  
Rail & Amtrak

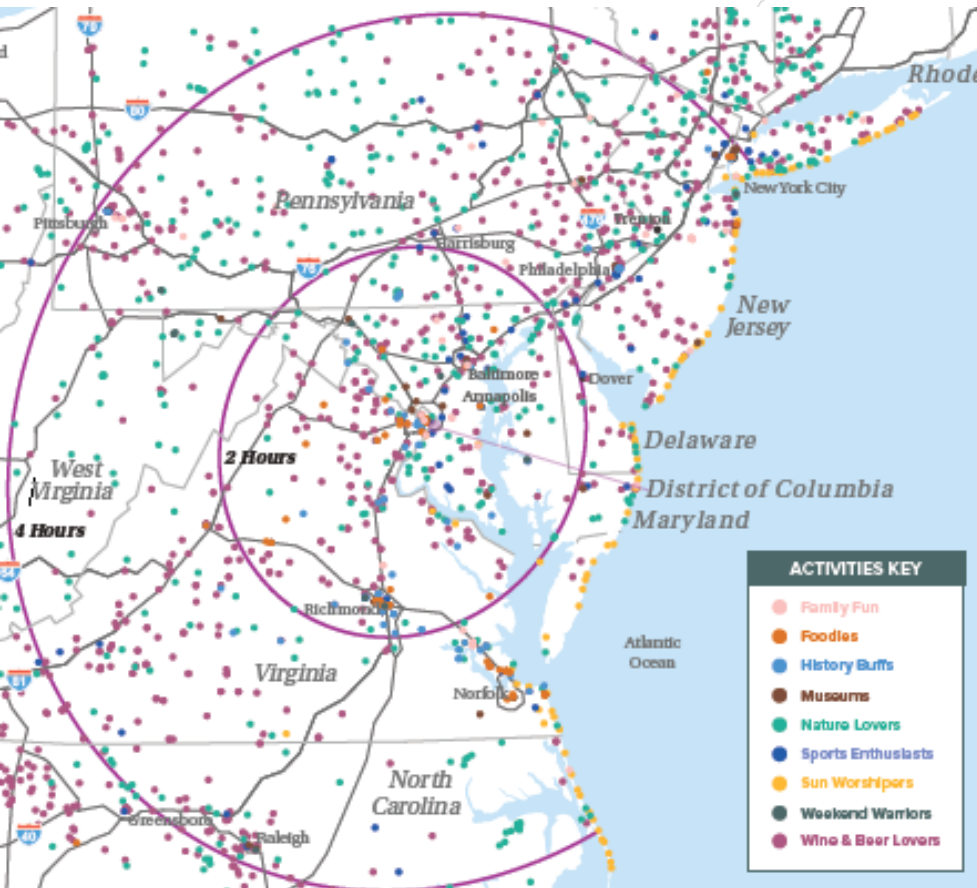
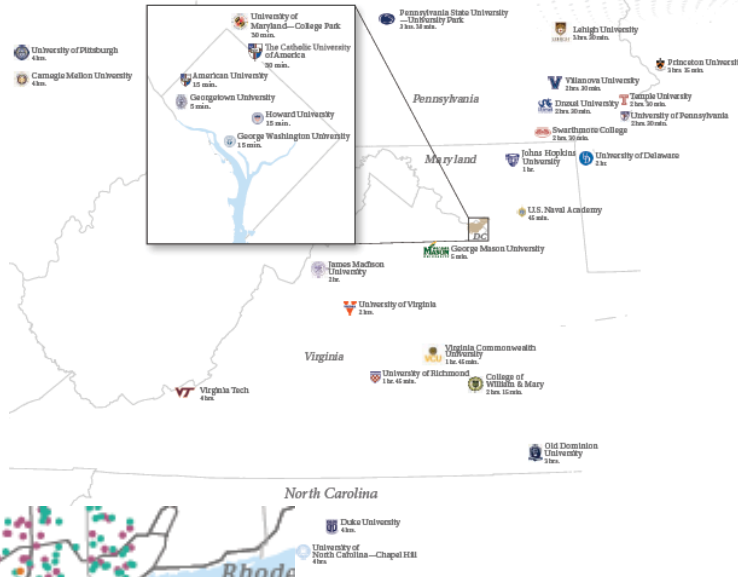
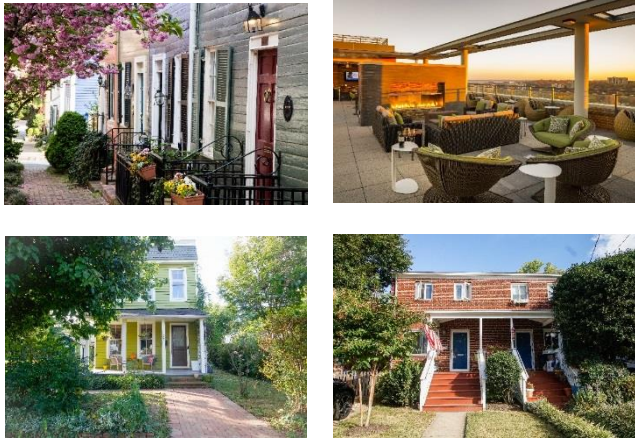


Water Taxi  
(to Washington DC  
& National Harbor)

# Authentic Neighborhoods with Exceptional Amenities

**A place to call home:** Alexandria offers a diversity of housing options from historic townhomes to modern amenitized apartments on transit and everything in between.

**The future is bright:** Alexandria's public schools offer a range of K-12 academies and programs. When the kids get older, incredible colleges and universities are just a short drive from home.



**Work hard, play hard(er):** Alexandria offers year round events and activities for all ages. We also recommend you try the beer! When you want to get out of town there are endless options to explore.

