

STATE OF NEBRASKA
CLASS SPECIFICATION
EST: 01/07 REV: 00/00

CLASS CODE: G49540
OVERTIME STATUS: Exempt

ECONOMIC DEVELOPMENT BUSINESS RECRUITMENT/DEVELOPMENT MANAGER

DESCRIPTION: Under administrative direction, develops, implements and coordinates the Economic Development's domestic and/or international business recruitment programs. Coordinates division's efforts to attract new enterprise to locate in Nebraska, stimulate domestic and foreign investments in Nebraska, and increase state exporting opportunities by developing alliances with business executives, industry representatives, trade associations, government leaders and other state agencies. Prospects out-of-state or international companies promoting Nebraska's advantages; performs related work as required.

EXAMPLES OF WORK (A position may not be assigned all the duties listed, nor do the listed examples include all the duties that may be assigned.)

Develops and implements business recruitment strategic plans, goals and objectives to promote domestic and/or international markets for Nebraska's products and services with the purpose of recruitment of business and industry to locate and/or expand in Nebraska.

Develops and maintains contacts to build alliances with and acquire leads from local, national and international economic development, marketing and civic associations; business executives and government officials in an effort to ascertain the needs of prospects and the resources available to them.

Performs complex industry and market analysis, evaluation and implementation of target business and industry recruitment opportunities.

Identifies, prospects and successfully closes negotiations with targeted foreign or out-of-state based businesses for relocation or expansion in Nebraska.

Develops target markets for and organizes trade mission to foreign countries with the purpose of expanding Nebraska's export market and to prospect companies to locate in Nebraska.

Promotes foreign or outside states' investment in the state and the development of foreign markets for state products and services.

Acts as a resource for the specific business leads developed during the marketing and prospecting for the state.

Responds to requests for proposals, and partners and assists communities to develop responses to requests for proposals, for the purpose of new business being established in Nebraska.

Represents the state at trade shows, manufacturing exhibitions and other public events to promote the business recruitment efforts of the state.

Plans, organizes, coordinates and controls work unit operations and assigns, coordinates and reviews activities of business recruitment staff.

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(continued)

Serves as a liaison between communities and businesses regarding business development needs and economic development programs and services.

FULL PERFORMANCE KNOWLEDGE, SKILLS AND ABILITIES REQUIRED (These may be acquired on the job and are needed to perform the work assigned.)

Knowledge of: current and emerging business trends and markets; agency operations; a complete understanding of the economic, demographic and social conditions of the state and in competing other states in matters such as transportation, manufacturing, raw materials, utilities, labor force, communities, government representatives and business leaders; economic development programs and services designed to attract, expand or maintain economic development activities in Nebraska.

Ability to: negotiate and close projects by interacting with and gaining the cooperation of business executives, government officials, community leaders, other employees and the public.

ENTRY KNOWLEDGE, SKILLS AND ABILITIES REQUIRED (Applicants will be screened for possession of these through written, oral, performance, and/or other evaluations.)

Knowledge of: the principles, practices and objectives of economic development and marketing; principles and practices of supervision; project management procedures; sales techniques including marketing, prospecting, negotiating and closing; research practices and techniques; finance practices and principles.

Ability to: implement and monitor projects and strategies; plan, direct and evaluate the work of economic technical and specialized staff.

JOB PREPARATION GUIDELINES (Entry knowledge, skills and/or abilities may be acquired through, BUT ARE NOT LIMITED TO, the following coursework/training and/or experience.)

Any combination of training and/or work experience that will enable the incumbent to possess the required knowledge, skills and abilities. A general qualification guideline for positions in this class is post high school coursework in business administration, economics, marketing or finance; Bachelor's degree preferred; plus 5-7 years experience in advanced sales, economic development and/or international marketing; foreign language speaking abilities would be a plus.