

Senior Economic Development Associate

Alexandria Economic Development Partnership

Who We're Looking For:

Are you a proactive and organized professional looking for an opportunity in economic development? The Alexandria Economic Development Partnership (AEDP) is seeking a Senior Economic Development Associate to help increase the number of businesses seeking to locate and grow in Alexandria, VA. This position will lead a small team responsible for sourcing and tracking business leads from companies outside the region and work directly with companies to help them expand and grow in Alexandria.

The ideal candidate values customer service. They use outstanding communication and listening skills to build and maintain relationships with external clients no matter the size or industry. When situations change or new priorities arise, a successful Senior Associate will adapt and take initiative to ensure goals and objectives are achieved. Candidates must be comfortable working in a team environment that values information sharing and collaboration.

The successful candidate has proven experience using customer relationship management (CRM) software to capture and track business leads. They are persistent in their work, leaving no stone unturned and value the timely collection of accurate information. This person is capable of synthesizing information from a variety of sources to provide straightforward assessments to managers responsible for analyzing and prioritizing prospects.

What You'll Be Doing:

This role will focus on business attraction, business retention & expansion, and special projects related to economic development in Alexandria. The position reports to the Vice President for Business Development.

- **Business Attraction – Support attracting new businesses and jobs to Alexandria, VA**
 - Identify, cultivate and maintain relationships with prospects to identify opportunities to attract companies in key industry sectors to the City of Alexandria
 - Field incoming phone calls, emails, and web requests for business location and market information
 - Provide regular information on lead generation, deals closed, and ongoing prospects to senior staff in the form of reports and presentations
 - Market and promote Alexandria as a business destination
 - Provide input on the development of marketing plans and materials, target company lists, and plans for marketing missions/events
- **Business Retention and Expansion**
 - Cultivate and maintain relationships with existing Alexandria businesses to identify opportunities to retain companies and assist those companies with growth
 - Maintain an aggressive customer outreach cadence

- Assist the Vice President with leveraging CRM systems to successfully track, record, analyze, and report on prospect activity
- **Special Projects**
 - Support AEDP's Pop-Up Retail program by identifying tenants and landlords seeking short-term retail activation
 - Support placemaking activities that build a sense of community and excitement within key business districts
 - Assist the Vice President with the curation of marketing events

What You Bring:

The most successful candidate will have a combination of the following:

- Bachelor's degree in Business, Economics, or another applicable related field (required)
- At least five years of recent experience in economic development or related field; familiarity with the Alexandria, Northern Virginia, and/or DC Metro area markets preferred
- Customer service/relations experience and excellent communication, listening, and interpersonal skills
- Excellent written and verbal communication skills; able to synthesize data and information into written reports and presentations for both internal and external audiences
- Experience leading and supervising teams and ability to adapt and multitask
- Self-starter and ability to take initiative and work independently at times
- Computer proficiency in MS Office, including Excel, Word, and PowerPoint
- Ability to travel overnight both domestically and internationally
- Knowledge and experience with social media especially in terms of organizations or company profiles
- Five plus years' experience in developing a sales cadence around business development and engagement.
- Experience with customer relationship management software – Salesforce preferred

Who We Are:

The Alexandria Economic Development Partnership (AEDP) is a public-private partnership that serves to promote the City of Alexandria as a premier location for businesses and entrepreneurs. We capitalize on Alexandria's many assets including prime development locations, proximity to Washington DC, small businesses, and history to further economic development. AEDP's success is measured by increased city tax revenues, employment opportunities, and the overall enhancement of quality of life in Alexandria. You can learn more about AEDP by visiting our website at: <https://www.alexecon.org>.

Salary: beginning at \$75,000 annually - commensurate with experience & skills

Please apply directly through LinkedIn by submitting your resume and cover letter. If you have any questions about the application process, please contact us at careers@alexecon.org.