



ECONOMIC DEVELOPMENT COUNCIL OF ST. LUCIE COUNTY, INC. (EDC)  
**Vice President of Business Recruitment and Expansion**  
**Job Description**

**Background:**

Seeking a seasoned, self-motivated economic development practitioner to fulfill the position of Vice President of Business Recruitment and Expansion. The successful candidate will have the requisite credentials and experience to lead and manage the organization's core mission of prospect development, business recruitment, existing industry retention and area marketing. Responsible for the development and execution of the EDC's strategic plan and work plans. Will implement the organization's policies and procedures, as well as support revenue generation, cost controls and budget development. Will report to the President and this person will be "second in command" in the EDC.

**Overarching Duties and Responsibilities - Recruitment and Project Management:**

Business Development: Responsible for business development outreach initiative including prospect development and business relations. Also responsible for the creation of new business, marketing and PR programs that support business development. Plan, coordinate and conduct outreach to targeted industries the EDC is pursuing for economic diversity.

Prospect Development: Participate in the ongoing effort to build and enhance relationships with site selection consultants, corporate executives and other business decision makers in a coordinated outreach program. This includes identifying key contacts, hosting them during regional familiarization tours and meeting them during personal sales calls. Also includes conducting an appropriate number of sales missions, trade shows and specific conferences. Ability to develop professional proposals.

Community Relations: Develop and maintain professional relationships with both private and public entities which will support the generation of new business leads and contacts that facilitate business development. Contacts include government officials, real estate professionals, banking and commercial loan executives, educational institutions, utilities, workforce development organizations and professional trade associations.

Comprehensive Marketing Plan: Routinely analyze key industry sectors and develop targeted markets for the purpose of business development. Provide valuable input regarding the penetration of new markets and prospect identification.

Project Management: Provide oversight of the organization's project management system and take a leadership role with the cities of Fort Pierce and Port St. Lucie, and St. Lucie County economic development departments and Enterprise Florida staff. This also includes leading the site planning and selection, facility development and leading the permitting process between company and local governments.

Confidentiality: Maintain the confidentiality and trade secrets of the EDC and its clients at all times. To the greatest extent possible, will be responsible for protecting information relevant to project pursuant to the client's request and all provisions of the Florida Statutes.



Economic Development Council of St. Lucie County

772.336.6250 ♦ [www.youredc.com](http://www.youredc.com)

500 NW California Blvd. ♦ Bldg. F, Suite 109 ♦ Port St. Lucie, FL 34986

(Located at Indian River State College)



**Qualifications:**

- Bachelors degree required; Masters degree in related field a plus
- Minimum of 10 years experience in economic development, sales, marketing, real estate or related field with a combination of public or non-profit and private sector experience
- 5 years minimum managerial experience preferred
- CEcD certification preferred
- Proven ability to handle a high-paced work environment, prioritize and manage multiple assignments and meet deadlines
- Motivated self-starter, with an entrepreneurial spirit possessing a sense of team work
- Outstanding oral and written communication skills
- Strong computer skills – proficiency with Microsoft Office Suite (Word, Excel and PowerPoint) preferred. Proficiency with e-mail and skilled at using the Internet as a research and communications tool.
- Able to travel outside the area for up to one week at a time on a periodic basis.

**Compensation:**

- Base Salary Range: \$85,000 to \$120,000 plus a performance bonus
- Health, Dental, Vision Benefits Package
- 401(k) program

**Application Process:** Please submit resumes electronically to Pete Tesch, President at [ptesch@youredc.com](mailto:ptesch@youredc.com)

The Economic Development Council of St. Lucie County, Inc., is an Equal Opportunity Employer.



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