



Job Description: Business Development Associate
Job Type: Full-time position
Reports to: Senior VP & Chief Operating Officer

The Business Development Associate is an entry-level position structured to support the growth initiatives of Polk County. This role involves conducting comprehensive market research, generating, and qualifying leads, and assisting in economic development projects. The ideal candidate will analyze market trends, identify potential business opportunities, and contribute to strategic decision-making. This position offers a valuable opportunity to develop expertise in business development and economic analysis within a professional setting.

Key Responsibilities:

- Assist with the implementation of business development strategies and initiatives of the Central Florida Development Council for the purpose of creating economic growth through expansion and retention of existing business, and attraction of new business to Polk County
- Conduct research on market trends, industry developments, demographics, economic strategies and real estate assets
- Prepare detailed reports and presentations based on research findings
- Create project responses for proposals (RFP). Disseminating leads, gathering relevant properties, requested data, and prepare reports
- Maintain database of real estate and location assets
- Identify and research potential leads
- Execute strategies and tactics to activate new leads
- Work with business development team to nurture leads and move them through the project funnel.
- Provide assistance for site selection tours and other economic development programs
- Attend local, regional, national trade shows, conferences and missions
- Maintain files, records, listings and other reference materials used to business attraction
- Document business interactions and activities in the CRM system for tracking and reporting

Skills and Qualifications:

- Bachelor's degree (or higher) from accredited college or university
- Minimum one to three years of professional experience in economic development or related field
- Knowledge of real estate, sales, marketing, engineering and other related subjects
- Strong ability to analyze and interpret data with the ability to also synthesize information from various sources and articulate technical findings clearly and persuasively.
- Proficiency in statistical software or data analysis tools
- Excellent interpersonal and communication skills for engaging potential leads and managing effective relationships with business and community leaders
- Strong attention to detail and ability to manage multiple tasks and deadlines.
- Experience and familiarity with MS Word, Excel, Power Point, Outlook and CRM systems
- Polk County resident or willing to relocate to Polk County within 6 months
- Valid Florida driver's license with acceptable driver's record

Compensation and Benefits:

- Annual salary range \$45,000 to \$52,000 commensurate with experience and qualifications
- 100% employer-paid insurance for employee
- Retirement plan with company match
- Mileage reimbursement for approved travel
- Mobile phone stipend for business use
- Annual stipend for professional development
- Annual paid time off (PTO)

Please send resume and cover letter to Lindsay Zimmerman, Senior VP & COO, lindsay@cfdc.org