

ROLE DESCRIPTION

POSITION TITLE: Director of Business Retention,
Expansion, and Growth

FLSA STATUS: Full Time, Exempt



JOB SUMMARY: The Director of Business Retention, Expansion, and Growth (BRE) will be responsible for fostering strong relationships with local businesses, identifying opportunities for growth, and ensuring the long-term economic vitality of Berrien County. This role will develop and implement strategic initiatives aimed at retaining existing businesses, facilitating expansion, and attracting new investment. The ideal candidate will work closely with stakeholders, including business leaders, local government, and community organizations, to drive sustainable economic development.

ESSENTIAL FUNCTIONS

- **Lead BRE Strategy:** Develop and implement a comprehensive strategy for business retention, expansion, and growth that aligns with Cornerstone Alliance’s economic development goals.
- **Business Engagement:** Establish and maintain strong relationships with local businesses through regular visits and communications, serving as a liaison between the business community and local government.
- **Expansion Projects:** Identify opportunities for business expansion, assist in navigating regulatory processes, and support businesses in accessing resources, including incentives and financing.
- **Data Collection & Analysis:** Gather and analyze data to monitor the health of the local business community, assess business needs, and identify trends to inform proactive initiatives.
- **Workforce Development:** Collaborate with educational institutions, workforce development agencies, and local employers to ensure a skilled workforce is available to meet business needs.
- **Partnership Building:** Forge partnerships with local, regional, and state organizations to leverage resources and create programs that support business growth.
- **Advocacy:** Serve as an advocate for the local business community, representing their needs in policy discussions and assisting in resolving issues that may impact their operations.
- **Reporting & Metrics:** Track progress on retention and expansion efforts, providing regular reports to leadership and stakeholders on key metrics, successes, and areas for improvement.
- **Support Entrepreneurial Growth:** Collaborate with Cornerstone Alliance’s Women’s Business Center and other entrepreneurial support organizations to assist in scaling up small and medium-sized enterprises (SMEs).
- **Community Engagement:** Participate in community outreach activities to promote the importance of business retention and growth for the local economy.

QUALIFICATIONS:

- Bachelor’s degree in Business Administration, Economic Development, or a related field.
- At least 5-7 years of experience in business development, economic development, or related fields, with a focus on business retention and expansion.
- Proven success in leading and managing economic development projects, including working with businesses of all sizes.
- Strong understanding of economic development tools, resources, and incentive programs.
- Excellent communication and relationship-building skills with diverse stakeholders.
- Ability to analyze data, trends, and economic indicators to inform strategy.
- CEcD designation (Certified Economic Developer) is preferred but not required.

How to Apply: Interested candidates should submit a resume, cover letter, and references to CFrank@CStoneAlliance.org by 10/14/2024.