



BAEDC – Research and Marketing

Department: *Research and Marketing Director BAEDC*
Location: *Broken Arrow, Oklahoma*
Reports to: *Vice President of Economic Development*
Status: *Exempt*

Job Description

Incumbents provide professional level management support to the Broken Arrow Economic Development Corporation through economic development and redevelopment planning, marketing and research to create wealth and grow jobs in the City of Broken Arrow. General responsibilities include generating research and materials to coordinate and implement projects and programs that support commercial, office and industrial development; business attraction; business retention; development of public facilities and infrastructure; small business development initiatives; and other economic development, redevelopment or capital improvement programs or projects.

Job Responsibilities

- This position requires creative and strategic planning skills to develop and implement programs to meet organizational goals.
- Conducts research to identify emerging needs, trends, and services related to assigned area of offerings, and compiles and analyzes data
- Developing marketing pieces based on data
- Input and track all project information in the CRM– company information, investment details, deadlines, and BAEDC action items.
- Conducts business retention visits, compiles data resulting from visits, logs all relevant data, and reports annually on trends with recommendations as to programs or policies to assist in business support.
- Provide technical analysis and packaging of local, State and national real estate market trends, including spatial analysis through GIS and various other data analysis platforms.
- Conduct research on the availability and furtherance of existing investment opportunities, programs and projects and services.
- Responsible analysis by preparing information packets, working with developers, realtors and area landowners, researching properties and businesses, and participating in facilitation of prospect tours.
- Prepares proposals to clients and responds to inquiries/requests for information.
- Designs and implements marketing and/outreach materials to ensure public exposure to program offerings through print publication design, website editing, social media, e-newsletters, direct mail and other applicable mediums.
- Coordinates meeting opportunities through prospect analysis and contact strategies in preparation of trade show and targeted market visits.
- Research and report on data for BAEDC. Become familiar with applicable data sources and partners including Costar, Executive Pulse



- Manage information on external marketing sites such as State Book, ODOC, Tulsa's Future
- Support all back-office activity for boards and committees such as agendas, budgets, minutes, member rosters, and other corporate documents, and ensures all media is updated regarding meetings, projects, etc.
- Proactively communicate with Chamber staff, board and committee members ensuring everyone is informed

Skills Required

- Preference will be given to individuals that have prior experience in economic development organizations and/or experience working with other relevant non-profits in providing administrative services.
- Strong understanding of how to use web-based programs for tracking projects and online data sources for research. Programs used include: ExecutivePulse, Office 365, GIS, Census.gov, and others. Proficient to advanced knowledge of Excel is needed.
- Strong written and verbal skills. Must be able to write reports, business correspondence, and meeting minutes using correct grammar, spelling, and punctuation.
- Ability to effectively present information and respond to questions from the board, partners and the general public.
- Proven track record of excellent organizational skills. Emphasis on handling details and multiple projects simultaneously
- Understanding of Federal and State grant administration including reporting, file management and program evaluation
- Basic knowledge of development tools, practices and processes
- Excellent interpersonal skills, including the ability to build relationships, build support among stakeholders, listen and provide assistance
- Analytic skills including market and demographic analysis of both residential and commercial real estate products and/or financial analysis
- Desktop Publishing using Adobe Illustrator and InDesign a strong plus
- Three (3) or more years' experience in economic development or related field
- Membership and participation in related professional organizations a plus
- Must have the capacity to travel independently including having a valid driver's license, related insurance and reliable transportation. Mileage is reimbursed at latest IRS posted rate.
- At times, individual may be required to lift moderate weight, carry and/or set up equipment for meetings such as projectors, cases and/or other related items.
- Must be mindful of ongoing confidentiality requirements that are often inherent in the various activities involved in conducting economic development.



- Be reliable, prompt and available for flexible scheduling. Work may require some nights and weekends.
- An understanding of sales and marketing is beneficial.

Experience Level

- 3+ years in an office environment

Education Requirement

Bachelor's Degree from an accredited college or university with major course work in urban planning, economic development, public or business administration, finance, or a related field.

Physical/Mental Requirements

- The BA Chamber is committed to continuous personal development including tactical skills as well as transformational soft skills. The position will require proficiency at the following EI (emotional intelligence) skills:
 - Team work and collaboration, self-awareness, organizational awareness, self-control, adaptability, transparency, initiative
 - Demonstrated ability to work effectively under pressure while meeting deadlines.
- Employee is regularly required to verbally communicate
- Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, ability to adjust focus
- Must be able to stand and move intermittently throughout the work day
- Must possess sight/hearing senses to adequately perform the functions of the job
- May be required to sit or stand for long periods of time
- May be required to lift up to twenty-five (25) pounds

Working Conditions/Environmental Exposures

- Work is normally performed in a climate-controlled office or other human factors friendly environment
- Noise level is moderate and includes sounds of normal office environment
- No environmental hazards are encountered in performance of normal job duties
- Ability to sit for extended periods may be required

This job description is not intended to be an employment contract, nor does it dissolve the "at will" employment relationship.