



## **DIRECTOR, INDUSTRIAL BUSINESS DEVELOPMENT & STRATEGY**

The Director, Industrial Business Development & Strategy leads business development activities including corporate attraction and corporate retention/expansion related to the Industrial sectors including green infrastructure, water management, maritime and advanced manufacturing. Job growth, capital investment, and retention of existing businesses are the major functions of the position.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- Lead corporate retention, expansion and attraction activities to promote a 21<sup>st</sup> century Industrial economy in Orleans Parish.
- Serve as project manager on various initiatives related to business development, including representing the organization at conferences and working closely with executives to solve company and industry related issues
- Lead organization and planning for all community events to support and advance industrial sectors
- Research and assist with application processes for incentive programs to specific clients to ensure success in business attraction, expansion and retention
- Serve as liaison regarding economic development incentive projects with external partners (e.g. the City of New Orleans Office of Economic Development, Office of Equity and Resilience, Universities, Associated Builders and Contractors, Industrial Development Board, GNO, Inc., Louisiana Economic Development, Louisiana Associated General Contractors)
- Assist in market intelligence research to identify businesses and industries to attract and/or retain in the City
- Assist existing industry in resolving infrastructure problems, regulatory compliance, legislative issues, etc.
- Support NOLABA's efforts to prepare a skilled and ready workforce for Industrial sectors including strategies for employment and retention, promotion, and career advancement. Serve as liaison between Industrial sector leadership and NOLABA's Talent Development team through a Skilled Crafts Industry Advisory Board
- Support NOLABA's efforts to spur real estate development that accelerates growth of related sectors in high impact neighborhoods, where appropriate. Work closely with Real Estate Development and Strategic Neighborhood Development teams to promote designated commercial zones for industry attraction and expansion efforts
- Help schedule and program business development meetings with targeted companies and other NOLABA stakeholders



- Respond to prospect requests for information (RFIs)
- Help plan and program major external events including conferences and trade shows
- Develop and manage relationships with key local business leaders and local, regional and state economic development partners
- Assists with accurate Customer Relationship Management (CRM) documentation and reporting
- Regularly reports to VP, Industry Attraction & Retention
- Other duties as assigned

#### **QUALIFICATIONS & JOB REQUIREMENTS:**

- Bachelor's degree from four-year college or university and MBA or equivalent experience is required
- 3 to 7 years of experience in at least one Industrial sector. Strong consideration will also be given to those with past economic development experience
- Domain knowledge of green infrastructure and water management is preferred. Additionally, experience with ground-up business development pipeline creation and/or joint ventures will be considered a 'plus factor' for this role as these sectors offer great opportunities for new, diverse businesses and business structures
- Excellent communication skills (both verbal and written)
- Intellectually curious with ability to bridge gap between the esoteric and practical, strategic and tactical
- Self-starter who can take initiative and drive results
- Demonstrated imagination and a creative "new way of thinking" in generating new ideas
- Cooperative team player; able to work in a fast-paced environment
- Enjoys the dynamics of working in a community with diverse business and political leadership
- Maintains a spirit of excitement, involvement, and commitment; enthusiasm for the power of effective economic development
- Belief in innovation and the potential for rapid economic growth
- Solid in understanding and implementing performance-based measurements and outcomes
- Proven leadership and motivational skills
- Proficiency in Microsoft Office applications (Outlook, PowerPoint, Excel, Word, etc.)
- Excellent project management and reporting experience; strong organizational skills and ability to handle multiple tasks and meet deadlines under ever-evolving priorities; manages competing interests and strong personalities
- Professional demeanor at all times; ability to act as a representative of NOLABA to the public



**Attributes:**

- Vision
- Interpersonal skills
- Sense of Humor
- Communication skills (written and oral)
- Team building ability
- Presentation skills
- Comfort with complexity
- Assiduousness
- Ability to adapt and thrive in an entrepreneurial environment
- High ethical standards and commitment to fairness and equity

**Working Conditions:**

- While performing the duties of this job, the individual may be required to travel within the New Orleans area and United States; international travel is not required.

**NOTE:**

- Applicants must be currently authorized to work in the United States for any employer.

**Physical & Mental Demands:**

- While performing the duties of this job, the individual is regularly required to speak and hear
- Specific vision abilities required by this job include close vision and the ability to adjust focus
- Read and interpret data (emails, memos, letters, etc.)
- Ability to maintain visual attention and mental concentration for significant periods of time
- Ability to analyze and interpret data
- Ability to effectively communicate with superiors, peers and subordinates

**Application Process:**

To apply for this position, send the following documents via email to [Careers@nolaba.org](mailto:Careers@nolaba.org):

- Resume
- Cover Letter

In your email, please note “*NOLABA Director Industrial BD*” in the subject line.

**CONTACT INFO / JOB LOCATION**

**New Orleans Business Alliance**  
935 Gravier St., Ste. 2020



New Orleans, LA 70112

### **NOLABA is an Equal Opportunity Employer**

New Orleans Business Alliance (NOLABA) provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, national origin, age, disability, genetic information, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state and local laws. NOLABA complies with applicable state and local laws governing non-discrimination in employment in every location in which the organization has facilities. This policy applies to all terms and conditions of employment, including, but not limited to, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

NOLABA expressly prohibits any form of unlawful employee harassment based on race, color, religion, gender, sexual orientation, national origin, age, genetic information, disability, or veteran status. Improper interference with the ability of NOLABA employees to perform their expected job duties is absolutely not tolerated.

All NOLABA employees are subject to the Organization's Public Records Policies and Procedures.

### **NOLABA's New Business Model**

The New Orleans Business Alliance (NOLABA) is the economic development catalyst for the city of New Orleans with a mission to unite a diverse community of stakeholders who catalyze job growth, create wealth, and build an equitable and sustainable economic future for New Orleans. NOLABA is launching a new business model that is business-friendly, people-centered, place-based and resilient.

- **Business-Friendly:** The model builds upon its experience in business attraction and growth adding real estate development expertise, business, development and concierge services to support firms in their navigation of permitting, public infrastructure disruption and delivery of timely city services.
- **People-Centered:** The model heightens the value of the talent of citizens as a key driver of economic growth. By merging workforce development strategies, NOLABA better ensures employer access to a skilled and reliable workforce and worker access to career paths creating family supporting wages.
- **Place-Based:** Strategic neighborhood development strategies promote and support economic development in commercial corridors that have struggled to redevelop in the city's post-Katrina economy: Districts A & B (i.e., Hollygrove, Gert Town, Mid-City), District C (i.e., Algiers) and Districts D & E (i.e., New Orleans East, Gentilly, Lower 9<sup>th</sup> Ward). NOLABA's new place-based



program combines business and industry growth, real estate development, economic development incentives and small business development expertise and capacity building.

- **Resilient:** NOLABA recognizes the implications and opportunities for a city below sea level to target the green economy as a strategic growth sector. The new business model focuses on developing several critical aspects of a thriving green economy: a skilled green-focused workforce; prepared small businesses and businesses owned by people of color; access to incentives to mitigate investors' risk; and providing a real-time laboratory for product development in the emerging green economy.

Ultimately, the NOLABA's new business model leverages the power of effective collaboration and partnership by providing a platform for innovation and giving local government, investors, foundations, financial institutions, business and industry leaders, and social entrepreneurs a dynamic vehicle to address issues of equity and sustainability through market-based approaches.