



## Title: Business Development Manager

**Department:** Regional Development

**Business Unit:** Regional Development

**Reports to:** Varies

**FLSA:** Exempt

**Pay grade:** 4

**Last updated:** 04/2025

## Position Summary

The Business Development Manager serves as a resource to businesses and local and state government stakeholders and agencies to foster economic development by stimulating business retention, expansion, capital investments and workforce attraction in an assigned state geographic area. This position meets with businesses to determine assistance needs and impacting economic and climate environments; identifies and recommends responsive strategies; and implements State incentives while coordinating Federal, State and local business support efforts.

## Position Progression

Title	Pay Grade	FLSA
Business Development Manager	4	Exempt
Sr. Business Development Manager	5	Exempt
Business Development Advisor	6	Exempt

## Principal Duties and Responsibilities

*These duties and responsibilities are judged to be "essential functions" in terms of the Americans With Disabilities Act or ADA. The below statements are intended to describe the general nature and level of work being performed by a person in this position. They are not to be construed as an exhaustive list of all duties that may be performed by such a person.*

Title	Principal Duties and Responsibilities
Business Development Manager	<ul style="list-style-type: none"><li>• Researches, identifies, prepares for and meets with companies to collect information, present strategies and tools, assist in problem solving and facilitate the creation of business opportunities.</li><li>• Initiates and manages business retention, expansion, and attraction projects by identifying needs and goals; determining feasibility and eligibility; presenting the need internally; coordinating MEDC tools with Federal, local, and other programs; and communicating project status and activities among stakeholders.</li><li>• Evaluates and measures project activities and outcomes and prepares related reports; maintains and manages databases of project activity and management.</li><li>• Identifies and manages economic expansion and new site development projects as the primary MEDC contact with the</li></ul>



Title	Principal Duties and Responsibilities
	<p>project company.</p> <ul style="list-style-type: none"><li>• Engages local economic development partners, municipal partners and internal MEDC teams to coordinate local and state economic development incentive packages and supports the company through the established Michigan Strategic Fund board approval process.</li><li>• Builds beneficial business development relationships through attendance at key functions, on-going communication and education efforts.</li><li>• Serves as a liaison to and manages inquiries received from business, other MEDC staff, legislators, and partners.</li><li>• Through personal visits and other means of communication, work with local economic development agencies, elected officials and internal MEDC staff to communicate area business needs.</li><li>• Maintains current in the field by continually enhancing skills and knowledge through research, information exchange with stakeholders and peers, and education event attendance.</li><li>• Performs other related duties as directed by supervisor.</li></ul>

### **Supervisory Responsibilities:**

No supervisory responsibilities.

### **Physical Demands:**

*The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

While performing the duties of this job, the employee regularly sits, uses their hands, talks, and listens. Occasionally, they stand, walk, reach, and bend. They may need to lift or move up to 10 pounds. Specific vision abilities required include close vision and the ability to adjust focus, especially when working on a computer screen and with small numbers. Travel may be required for this position, generally within the State of Michigan and occasional internal travel.

### **Work Environment:**

The noise level in the work environment is usually moderate but can be loud on-site.

## **Employment Qualifications**

*The qualifications listed below are guidelines for selection purposes; alternative qualifications may be substituted if sufficient to perform the duties of the job.*

### **Education:**

This position requires a bachelor's degree (B.A.) from a four-year college or university in Business Administration, Marketing, or related field.



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### Experience:

Title	Experience
Business Development Manager	Three years of related experience.  Experience in creating and implementing economic or community development strategies, managing how strategic account owners serve customers, a business support role such as banking, marketing, sales, or workforce development, with public speaking, word processing, spreadsheet and/or database software.

### Certificates, Licenses, or Registrations:

Certificates, Licenses, or Registrations: Certified Economic Developer (CEcD) by the International Development Council and/or certified as an ED Finance Pro by the National Development Council (EDFP) preferred.

### Other Knowledge, Skills, and Abilities:

*To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

1. Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures and government regulations.
2. Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the governmental community.
3. Ability to function with strong written and verbal communication skills.
4. Ability to write reports, business correspondence and procedure manuals.
5. Ability to effectively present information and respond to questions from groups of managers, clients, customers and the public.
6. Ability to define problems, collect data, establish facts and draw valid conclusions.
7. Ability to effectively use common business and graphics computer software such as Salesforce, CRM, word processing, database, spreadsheet, presentation, graphic design, and/or photographic software.
8. Ability to liaise with multiple business units and government entities to promote interaction, cooperation, and cohesiveness among team members.
9. Ability to travel within the State of Michigan as well as work a flexible schedule outside of standard business hours.