



Job Description

Job Title: Senior Manager, Outreach & Strategic Growth
Division: Business Development
Reports To: Senior Director of Business Development
FLSA Status: Exempt
Approved Date: July 2021

BASIC PURPOSE:

The Senior Manager, Outreach & Strategic Growth is responsible for managing the Economic Development's outreach program and strategic initiatives aligned with the goals of Enterprise Florida. Responsibilities of the outreach program include, conceptualizing, implementing and analyze effectiveness of a variety of business development outreach events that provide business development leads and opportunities. Responsibilities of the special projects are to be evaluated on an annual basis including campaigns for lead generation and development and serving as a liaison from business development to other departments and teams.

ESSENTIAL ACCOUNTABILITIES or TASKS:

Collaborate with senior leadership to determine priorities regarding Enterprise Florida's mission and organizational goal, then conceptualize and direct strategy to meet the goals. Strategic development initiatives may include:

- Lead generation campaigns for targeted audiences
- Internal projects to support lead development and client experience
- Retention and expansion campaigns focused on brand awareness with Florida's business community
- Presenting on behalf of Enterprise Florida to a variety of audiences with the ability to engage with executives and business leaders
- Managing relationships with organizations and events sponsored or supported by Enterprise Florida, including the Florida Economic Development Council
- Collaborating with other teams and departments internally on behalf of business development, specifically working with marketing and facilitating communication between the parallel industry trade managers

Outreach Program

Prepare and facilitate industry events with the business development team, primarily coordinating conferences, trade shows, and sales mission components.

- Serve as the primary contact for industry events and provide applicable BD members with the necessary registration and information needed to navigate the event.
- When event logistics are required: prepare booth layout, placement, booth graphics, installation/dismantle, and event financials. On-site event duties may include

setup/teardown, catering orders, transportation, hotels, shipping and receiving and meeting scheduling.

- Collaborate with Team FL designee on recruiting sponsorships and hosting networking receptions in addition to or in parallel with events.
- Collaborate with BD member(s) attending the event to develop a lead generation strategy. Track, measure and analyze the results in salesforce to determine the event's effectiveness. Report results to the SVP.
- Manage events through software programs – including website design/landing page, attendee registration, event financials and revenue, invoicing, and reporting.
- Facilitate all budget approvals, invoicing, request for payments and financial reconciliation related to the events.

Special Projects

SUPERVISION:

Not applicable for this position

ACCOUNTABILITY: Impact and Scope:

Develop event budgets, obtain approval, and ensure events are executed within budgets.

MINIMUM QUALIFICATIONS REQUIRED:

- Undergraduate degree in a related field: hospitality management, marketing, communications, or business
- At least 5-7 years of experience in coordinating events or campaigns
- Flexibility to travel frequently domestically and international
- Flexibility to adjust work schedule to work evenings and weekends
- Excellent project management, team building and collaboration skills
- Strong communication skills, including writing, proof reading and speaking
- Ability to manage multiple projects and work assignments
- Ability to accomplish projects with little supervision
- Ability to work within tight project timelines and remain flexible
- Good understanding of database management
- Experience with Cvent or other event management software is preferred but not required
- Experience with Salesforce or other CRM software is preferred but not required
- Certified Meeting Planner / Certified Meeting Professional is preferred but not required

Please submit resume thru job posting on Indeed.com

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No phone calls or agencies please.