



Economic Development Commission
Functional Job Description

Identification

Position Number: 22094191	Revision Date: January 2025
Internal Title: Project Manager	OPM Title: AEDC Area/Program Rep
Division: Business Development	Grade: GS09
Senior/Hiring Manager: Olivia Womack	Class Code: G104C
Funding Source: (0.00%) Federal (100%) State	Cost Center: 421750

Position Summary

The AEDC Area/Program Rep position will function as a Project Manager. The Project Manager is responsible for selling the State as an attractive place to do business. This position is responsible for developing customer relationships in all types of business and industry with a focus on assigned industries; communicating Arkansas tax laws, incentive programs and general business climate information to new and existing businesses and industry; communicating with multiple internal and external customer groups to promote economic development and responding to external requests; effectively leading customer teams in responding to Requests For Information, at industry specific trade shows and on recruiting trips inside and outside the state including making appointments with potential customers prior to a show or trip; organizing and staffing the trade show booth during the show; serving as a salesperson for doing business in Arkansas; preparing and maintaining records including proactive activity reports and project activity reports; conducting existing industry visits to identify expansion opportunities.

This position requires on-site employment with no remote or hybrid options available.

Education and Professional Work Experience

Minimum Qualifications

The formal education equivalent of a bachelor's degree in marketing, general business, or a related field; plus three years of experience in program management, marketing, or a related field.

Knowledge, Skills, and Abilities

Knowledge of marketing and presentation practices and techniques.
Knowledge of industrial analysis concepts.
Knowledge of financial analysis and organizational management processes.
Ability to interpret and apply the provisions of laws, rules, and policies.
Ability to analyze information and prepare reports.
Ability to provide guidance and technical assistance to management, staff, and the general public.
Ability to monitor and evaluate the effectiveness of systems and controls, identify problems, and devise corrective actions.



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Job Responsibilities and Expected Results

1. Providing Corporate Clients and Business Consultants with Site Selection Services includes understanding client's key selection criteria; providing information and data to promote Arkansas; negotiating and preparing incentive packages; engaging value adding partners in the site selection process; hosting key decision makers during Arkansas community visits.
2. Developing and maintaining relationships with existing and/or expanding companies includes visiting businesses across the State; contacting businesses by phone or mail; working within existing established industry programs and industry specific organizations; immediately responding to business inquiries and requests for assistance, including foreign and domestic issues.
3. Developing and maintaining contacts and relationships with communities includes visiting and responding to local economic development needs and requests; visiting with local elected officials, community leaders and organizations; attending local meetings, activities, and trade shows; public speaking at community and civic organizations.
4. Conducting training at the local level to prepare communities for economic development activities includes preparing community leaders for prospect visits and/or existing industry visits; conducting follow-up meetings to monitor progress; offering guidance and assistance in local economic development planning efforts.
5. Partnering with committees and organizations outside of AEDC includes participating in local and area economic and community development organizations; getting involved with regional economic development organizations outside of AEDC.
6. Managing the incentive process includes explaining in detail incentive information; processing internal incentive approvals including cost benefit analysis; offering formal proposals to companies; facilitating the application and agreement process; finalizing the incentive application process for DF&A.
7. Conducting research, identifying trends and establishing/coordinating leads within the assigned targeted industries: reviewing industry trade publications; using the internet to track industry trends; developing contact lists and proactively reaching out; identifying marketing strategies; establishing direct contact with company leaders; identifying companies with expansion plans and potential expansion opportunities; and coordinating expansion projects in the state.
8. Maintaining accurate records and reports includes recording activity using the Project Management System, preparing, and submitting weekly reports to executive staff.
9. Performing other duties as assigned.

Key Business Processes/Duties

1. Providing Corporate Clients and Business Consultants with Site Selection Services.
2. Developing and maintaining relationships with existing and/or expanding companies.
3. Developing and maintaining contacts and relationships with communities.
4. Conducting training at the local level to prepare communities for economic development activities.
5. Partnering with committees and organizations outside of AEDC.
6. Managing the incentive process.
7. Conducting research, identifying trends and establishing/coordinating leads within the assigned targeted industries.
8. Maintaining accurate records and reports.
9. Other duties as assigned.