



**Henry**COUNTY  
DEVELOPMENT AUTHORITY

*Position Description for  
Project Manager, Business Development*

**REPORTS TO:** Executive Director of the Henry County Development Authority

**Job Summary**

The Project Manager, Business Development is accountable for assisting in the development and implementation of effective marketing and sales initiatives and to promote Henry County for the attraction and retention of new businesses and jobs, will generate and convert leads to qualified projects, assist in the facilitation and management of site location projects, from initial contact through a final location decision.

**Qualification Summary**

Education & Experience

- Bachelor's degree, ideally with an MBA or other post-graduate work, from an accredited college, or equivalent experience, in the area(s) of economic development, economics, planning, business, public administration, marketing, public relations, and/or real estate.
- At least one year of work-related experience in a similar field.
- Completion of IEDC-certified Basic Economic Development course or ability to complete training within 12 months of employment.
- Eligible to obtain a valid State of Georgia driver's license within the first 90 days of employment.

Critical Thinking Skills

- Possess skills necessary to establish and maintain effective working relationships with people and organizations.
- Experienced team builder and leader that will effectively represent the Development Authority in a professional manner at all times.
- Ability to evaluate and select among alternative courses of action quickly and accurately.
- Ability to work well in high-pressure situations while maintaining composure and objectivity.
- Ability to identify potential issues and develop methodologies to prevent or limit the impact of those issues.
- Ability to assimilate complex information and data from various sources and consider, adjust or modify to meet the constraints of the need.
- Ability to effectively listen to, understand, and clarify concerns and issues expressed by stakeholders.
- Knowledge of the concepts and theories and industrial and commercial development.

*This document has been approved by the Henry County Development Authority. 1/23/25 A detailed and technical Position Description for the Project Manager, Business Development is on file with the Henry County Board of Commissioners.*

- Knowledge of the practices and procedures of a wide range of business types including manufacturing, distribution/logistics, retail and professional services.
- Knowledge of federal, state and county regulations involving economic development and land use.
- Knowledge of state and local incentives policies and bond financing techniques.
- Knowledge of county policies and procedures.
- Skill in reading and interpreting maps, site plans and technical data.
- Skill in planning, organizing and coordinating projects.

#### Financial Skills

- Possess a clear understanding of revenue bonds and their positive impact on business growth opportunities.
- Possess an understanding of property tax structures and zoning codes.

#### Technology and Communication Skills

- Proficient with word processing, PowerPoint or Prezi, and Excel skills to prepare business correspondence and reports with speed and accuracy. GIS software skills is recommended.
- Skill in writing grammatically correct routine business correspondence such as letters, emails, meeting minutes, and other documents as required.
- Ability to make oral group presentations to persuade others to accept a specific opinion, action and/or provide information or explain procedures, policies, etc.

### Specific Duties and Functions

#### Economic Development and Marketing

- Maintains a high level of familiarity with the county's marketable assets, building and site characteristics, and local and state incentives
- Works with the Executive Director and Manager, Existing Industry and Marketing to develop programs and activities designed to generate sales leads and opportunities and convert leads to industry locations and expansions consistent with Authority's strategic planning and annual plan of work.
- Develops and maintains meaningful and effective professional relationships with statewide and regional economic development project managers, utility companies, real estate contacts and site location consultants as well as established and prospective businesses through continuous contact and communications to identify new business opportunities for Henry County.
- Serves as an initial point of contact for sales inquiries and promotes Henry County to prospective industries, and conducts research, determines fiscal and economic impacts of projects.
- Responds to Requests for Information from project managers, site location consultants and industry prospects and develops proposals and other client-centered presentations.
- Analyzes company financial information to assess project viability and works with Executive Director to prepare incentive proposals and/or recommendations.
- Coordinates site and community visits and selling opportunities to include developing agendas and itineraries as well as setting and participating in various appointments with local business and government contacts.

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- Identify, plan and execute marketing and trade missions in concert with statewide and regional agencies and organizations to targeted markets and/or industries.
- Monitor, measure and report sales activity relative to number of leads generated, project status for active and closed prospects, number of clients, allies and consultants visiting Henry County.
- Continue professional development to increase knowledge and skills base, and attend professional conferences, events and trade shows.
- Attend professional development seminars and actively participate in professional economic development organizations such as the Georgia Economic Developers Association and Southern Economic Development Council.
- Attend regular meetings of the Henry County Development Authority and other meetings of various boards, civic and business organizations as appropriate.

#### Property Management

- Build and maintain accurate records of all properties owned or managed by the Development Authority, including lease agreements, sales agreements, tax records, and other materials as required.
- Facilitate the physical maintenance of all Development Authority owned or leased properties, including signage, roads, right-of-ways, and other improvements as deemed appropriate.

#### Organizational Leadership

- Perform other duties that may be assigned by the Executive Director or members of the Development Authority relating to economic development for Henry County.

#### **Organization Structure and Conditions**

Working Conditions - This is a diversified job requiring sustained mental effort related to public contacts, organizational issues, mediation, planning and technical areas as well as travel, public speaking and non-standard business hours.

The Henry County Development Authority is an equal opportunity employer.

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