



Lubbock Economic Development Alliance (LEDA) is seeking a driven, results-oriented **Manager of Business Development** to actively recruit companies, secure capital investment, and drive job creation in Lubbock. This position is ideal for a self-starter who thrives on generating leads, building strategic relationships, and converting opportunities into closed deals. The ideal candidate will confidently champion Lubbock's competitive advantages, structure compelling proposals, and guide complex projects to completion. As part of a collaborative team focused on meaningful and measurable results, this role will help position Lubbock as a competitive, business-friendly community. If you are someone who takes ownership, moves opportunities forward with a sense of urgency, and is motivated by wins for Lubbock and the surrounding areas, this opportunity is built for you.

KEY RESPONSIBILITIES:

- **Business Recruitment and Project Leadership:** Lead and manage business recruitment and expansion projects from initial outreach and relationship development through announcement. Coordinate timelines, stakeholders, and deliverables to ensure successful outcomes while maintaining strict confidentiality and professionalism throughout the process.
- **Lead Generation and Pipeline Development:** Proactively identify and cultivate new company leads through direct outreach, industry research, conference participation, networking, and strategic relationship building with site selectors, brokers, developers, and corporate decision makers. Develop and manage a forward-looking recruitment pipeline aligned with LEDA's strategic target industries.
- **Prospect Engagement and Community Promotion:** Serve as a primary point of contact for companies evaluating Lubbock. Coordinate and host on-site visits, showcase community assets, and communicate Lubbock's competitive advantages with clarity and confidence. Cultivate long term relationships with prospects and intermediaries, ensuring Lubbock remains top of mind for future opportunities.
- **Project Management and Coordination:** Prepare customized proposals, presentations, and RFI responses. Track deadlines. Coordinate with internal departments, utilities, and regional/state partners. Spearhead contract negotiations and incentive discussions. Maintain accurate project documentation within CRM, GIS, and reporting systems.

- **Site, Land, and Facility Knowledge:** Develop and maintain a strong working knowledge of available land, buildings, and facilities within Lubbock and the surrounding region, including sites suitable for new development or expansion. Work closely with local governments, brokers, developers, and partners to assess site readiness, infrastructure, zoning, and ownership considerations to align prospects with appropriate locations.
- **Data Analysis and Reporting:** Prepare economic impact models and incentive ROI analyses to inform strategic decision-making. Provide regular updates and reports to leadership and present project information to the Board, City Council, and other stakeholders as needed.

WHAT YOU BRING:

- **Education:** Bachelor's degree in business administration, public administration, economics, or a related field required.
- **Relevant Experience:** One or more years of experience in business development, real estate, project management, public administration, or a related field preferred. Experience in economic development is helpful.
- **Goals and Outcome Driven:** proactive and accountable, with the ability to advance opportunities and deliver results while collaborating effectively within a team environment.
- **Project Management Strength:** Demonstrated ability to organize, prioritize, and manage multiple complex projects simultaneously while meeting deadlines and driving measurable results.
- **Relationship-Building Ability:** Proven capacity to establish credibility and maintain strong professional relationships with executives, public officials, partners, and community stakeholders.
- **Communication and Analytical Skills:** Strong written and verbal communication abilities. Experience working with data, financial models, and technical information to support business decisions. Responsive.
- **Technical Proficiency:** Working knowledge of Microsoft 365 required. Experience with Power BI Pro, CRM systems, GIS mapping, or data visualization tools preferred.
- **Travel Flexibility:** Willingness and ability to travel for prospecting, marketing and relationship-building activities. Travel averages once per month for 3-4 days.
- **Positive Attitude:** Professional, adaptable, and ready to make an immediate impact.

BENEFITS AND OTHER INFORMATION:

- Medical, HSA, FSA, Dental, Vision, Life, Long Term Disability, 401k with Employer Contribution, PTO, Paid Holidays, and more.
- This is an in-person, full-time, salaried, exempt position. The work schedule is generally M-F from 8-5pm with some evenings and weekends required, as needed.

If you're ready to play a hands-on role in shaping Lubbock's economic growth and long-term prosperity, we want to hear from you! **To apply please email your resume and cover letter to natalia@marketlubbock.org.**

LEDA is an Equal Opportunity Employer. A pre-employment drug test will be required.



Lubbock Economic Development Alliance (LEDA) is seeking a driven, results-oriented **Manager of Business Development** to actively recruit companies, secure capital investment, and drive job creation in Lubbock. This position is ideal for a self-starter who thrives on generating leads, building strategic relationships, and converting opportunities into closed deals. The ideal candidate will confidently champion Lubbock's competitive advantages, structure compelling proposals, and guide complex projects to completion. As part of a collaborative team focused on meaningful and measurable results, this role will help position Lubbock as a competitive, business-friendly community. If you are someone who takes ownership, moves opportunities forward with a sense of urgency, and is motivated by wins for Lubbock and the surrounding areas, this opportunity is built for you.

KEY RESPONSIBILITIES:

- **Business Recruitment and Project Leadership:** Lead and manage business recruitment and expansion projects from initial outreach and relationship development through announcement. Coordinate timelines, stakeholders, and deliverables to ensure successful outcomes while maintaining strict confidentiality and professionalism throughout the process.
- **Lead Generation and Pipeline Development:** Proactively identify and cultivate new company leads through direct outreach, industry research, conference participation, networking, and strategic relationship building with site selectors, brokers, developers, and corporate decision makers. Develop and manage a forward-looking recruitment pipeline aligned with LEDA's strategic target industries.
- **Prospect Engagement and Community Promotion:** Serve as a primary point of contact for companies evaluating Lubbock. Coordinate and host on-site visits, showcase community assets, and communicate Lubbock's competitive advantages with clarity and confidence. Cultivate long term relationships with prospects and intermediaries, ensuring Lubbock remains top of mind for future opportunities.
- **Project Management and Coordination:** Prepare customized proposals, presentations, and RFI responses. Track deadlines. Coordinate with internal departments, utilities, and regional/state partners. Spearhead contract negotiations and incentive discussions. Maintain accurate project documentation within CRM, GIS, and reporting systems.

- **Site, Land, and Facility Knowledge:** Develop and maintain a strong working knowledge of available land, buildings, and facilities within Lubbock and the surrounding region, including sites suitable for new development or expansion. Work closely with local governments, brokers, developers, and partners to assess site readiness, infrastructure, zoning, and ownership considerations to align prospects with appropriate locations.
- **Data Analysis and Reporting:** Prepare economic impact models and incentive ROI analyses to inform strategic decision-making. Provide regular updates and reports to leadership and present project information to the Board, City Council, and other stakeholders as needed.

WHAT YOU BRING:

- **Education:** Bachelor's degree in business administration, public administration, economics, or a related field required.
- **Relevant Experience:** One or more years of experience in business development, real estate, project management, public administration, or a related field preferred. Experience in economic development is helpful.
- **Goals and Outcome Driven:** proactive and accountable, with the ability to advance opportunities and deliver results while collaborating effectively within a team environment.
- **Project Management Strength:** Demonstrated ability to organize, prioritize, and manage multiple complex projects simultaneously while meeting deadlines and driving measurable results.
- **Relationship-Building Ability:** Proven capacity to establish credibility and maintain strong professional relationships with executives, public officials, partners, and community stakeholders.
- **Communication and Analytical Skills:** Strong written and verbal communication abilities. Experience working with data, financial models, and technical information to support business decisions. Responsive.
- **Technical Proficiency:** Working knowledge of Microsoft 365 required. Experience with Power BI Pro, CRM systems, GIS mapping, or data visualization tools preferred.
- **Travel Flexibility:** Willingness and ability to travel for prospecting, marketing and relationship-building activities. Travel averages once per month for 3-4 days.
- **Positive Attitude:** Professional, adaptable, and ready to make an immediate impact.

BENEFITS AND OTHER INFORMATION:

- Medical, HSA, FSA, Dental, Vision, Life, Long Term Disability, 401k with Employer Contribution, PTO, Paid Holidays, and more.
- This is an in-person, full-time, salaried, exempt position. The work schedule is generally M-F from 8-5pm with some evenings and weekends required, as needed.

If you're ready to play a hands-on role in shaping Lubbock's economic growth and long-term prosperity, we want to hear from you! **To apply please email your resume and cover letter to natalia@marketlubbock.org.**

LEDA is an Equal Opportunity Employer. A pre-employment drug test will be required.