



Mid-Atlantic Broadband Communities Corporation (MBC) owns and operates an extensive open-access fiber optic network, providing wholesale optical transport services to communities throughout the southern Virginia region. Created in 2004, MBC's mission is one of economic revitalization and development in rural Virginia, working closely with communities and regional economic development groups to bring state-of-the-art broadband transport services to the area and help drive private sector investments in our region. MBC has developed the GoSOVA brand ([www.gosova.com](http://www.gosova.com)) to highlight the advantages our region brings to businesses looking to expand and establish east coast operations.

### **West Coast Business Development Manager**

The Business Development Manager's primary focus will be to identify, contact, and help recruit west coast businesses to the southern Virginia region. The Manager will collaborate with local, regional and state economic development organizations to ensure that prospective companies are aware of the benefits associated with locating to the Southern Virginia region and act as a liaison between the companies and the regional development agencies. This position will be based on the west coast and can utilize the MBC office in Santa Clara, California.

#### **Key Responsibilities include:**

- Work closely with the local, regional and state economic development organizations to serve as a direct link between their activities in southern Virginia and prospective west coast based companies interested in investing in new facilities or ventures in southern Virginia.
- Develop and implement strategic marketing and recruitment efforts in California (and throughout the west coast) to promote awareness and the competitive advantages of southern Virginia. Coordinate a unified message from the regional economic development organizations.
- Work with the regional economic development organizations to ensure that prospective businesses are aware of suitable site selection options and highlight the benefits of the entire region as a premier location for business investment and expansion.
- Establish an annual work program and schedule for recruiting visits for prospective companies located on the west coast to southern Virginia. Co-lead delegations from southern Virginia to meet with prospect companies on the west coast on a regular annual schedule.
- Identify clear goals and objectives for each recruiting visit and ensure that all team members are fully briefed and prepared to maximize the visit.
- In collaboration with regional economic development partners, co-develop marketing materials and prepare presentations that feature key attractions for the southern Virginia (SOVA) region such as the MBC advanced fiber network, available workforce, infrastructure, transportation, incentives, and other information from like-corporations that have recently located or expanded within the region.

- Establish a reporting format for providing regular updates on identified businesses, current prospects, feedback from companies, status of action plans, and other information.
- Work in conjunction with MBC's marketing/PR firm based in California to provide regular press releases and announcements as appropriate.
- Identify and become knowledgeable on target industry clusters and supply chain business classifications aligned with each of the four (4) regions. The predominate classifications would include (but are not limited to) advanced manufacturing, aerospace, motorsports, agribusiness, IT/data centers, natural and renewable energy production/R&D, foods & natural products manufacturing, distribution and logistics, bio-tech and genomics, nuclear energy, wireless communications, and remote sensors.

**Requirements:**

- Minimum of Five (5) years of relevant experience in a public or non-profit economic development organization, consulting, marketing, or other similar organization.
- Professional skills and interests in local, regional, or state-level economic development with emphasis on business recruitment, consulting, and marketing.
- A strong understanding of the practice of economic development and how to work with businesses, local, regional, and state non-profit or governmental organizations, institutions of higher education, and other partners and stakeholders.
- Enthusiasm and belief for economic development for rural communities in southern Virginia.
- Strong interpersonal skills and ability to communicate well at all levels of an organization.
- Results oriented individual with a high level of integrity and dependability.
- Ability to research ideas and concepts and communicate such research in writing or presentations.
- Demonstrated ability to gain consensus among partners with different and sometimes conflicting goals.

MBC is an energetic, innovative and growing organization that has been successful in attracting major investments from data centers, call center/operations centers, advanced manufacturing, and technology industries to the southern Virginia region. Candidates that are highly motivated, self-starters and want to make a difference will be successful in this position. MBC offers competitive wages and performance bonuses in addition to comprehensive benefits including medical, dental and 401k retirement. MBC is an EEO employer and will consider all applications without regard to race, marital status, sex, age, color, religion, national origin, disability or any other characteristic protected by law.

Submit cover letter with salary requirements and resume no later than October 28, 2015 to Human Resources at [hr@mbc-va.com](mailto:hr@mbc-va.com) or 1100 Confroy Drive Suite 4, South Boston, VA 24592.