

PORT OF BREMERTON

Job Description

Director of Business Development

POSITION SUMMARY:

The Director of Business Development will develop and implement strategies to encourage new business development, stimulate job growth, coordinate business retention and promote expansion activities within Kitsap County. This Director will be responsible for the communications, marketing, and site development criteria plans for the Port. The Director will negotiate complex commercial contracts and oversee the property portfolio of 70+ leases.

ESSENTIAL DUTIES & RESPONSIBILITIES:

Business Development

- Initiate ideas for the development and implementation of business strategies for promoting job growth in the Port of Bremerton and identify economic growth opportunities.
- Develop and implement short and long-term plans, which include the highest and best use strategies and business cases, for Port business lines and properties that are in alignment with the Port's Comprehensive and Strategic plans. Keep abreast of the economic drivers and conditions of each business line.
- Meet regularly with existing Port customers and tenants to maintain strong relationships and to identify business opportunities.
- Develop proposals for new business opportunities and respond to business inquiries in coordination with appropriate Port staff and community resources.
- Develop and maintain relationships with the City of Bremerton, City of Port Orchard, Kitsap County, the Kitsap Economic Development Alliance (KEDA), Washington State Department of Commerce, and other local, state and federal entities regarding economic development, grant opportunities and regulations.
- Working with our partners, create and implement an economic development strategy for the Puget Sound Industrial Center- Bremerton.
- Participate in speaking engagements, attend trade shows and conferences to advance the mission of the Port and identify new business opportunities.
- In coordination with the Chief Executive Officer, analyze and recommend solutions to complex, high impact economic development policy and legislative issues.
- Participate in promoting a responsive and healthy business climate and contribute to initiatives such as workforce training to support business growth.
- Participate in grant proposals for funding opportunities.

Marketing & Communications

- Formulate and execute marketing strategy for industrial/airport development.
- Implement marketing strategies for targeted real estate development projects.

- Develop a communication plan that tells the Port's story and creates a positive image of the Port.
- Develop talking points for presentations by elected officials and the management team to support a unified message and branding for Port milestones, activities and issues.
- Oversee external communications and coordinate with the Port's Marketing & Communications Coordinator to maintain a cohesive message.
- Oversee and collaborate on the production of newsletters, press releases and events.
- Assist with the creation and execution of customer surveys for all Port customers, utilizing feedback to continually improve Port programs and processes.
- Consult with the other Port directors and managers about their needs and develop annual plans for communications and PR that are department-specific.
- Develop a list of media contacts that is state-wide and use it when issuing news releases and email blasts.
- Oversee and coordinate with the Port's Marketing and Communications Coordinator the use of the web site and social media for consistent messaging and opportunities.

Real Estate Property Management

- Manage the Port's commercial portfolio and all facets of industrial and commercial leases, including lease negotiation, lease conditions, determination of market lease rates, prospectus sheets, tenant relations, assuring compliance with lease agreements and regulatory requirements.
- Work with Real Estate professionals to establish market comparable rates and identify investment opportunities.
- Develop and implement real estate strategies that position properties for development to attract investment, create new jobs and generate revenues. Consider disposition and/or acquisition and development of new properties.
- Plan for maximum return on investment of Port properties consistent with policies set forth by the Port Commission. Must maintain awareness of changing land use requirements, present lessee requirements, potential lessees, availability of property, and Comprehensive Plan uses and alternative uses for Port properties and the competitive position of the Port.

Management

- Engage in and advise the Chief Executive Officer on all proposals, agreements and transactions.
- As a member of the management team, contribute to the Port's overall strategic plan, goals and initiatives and other Port-wide efforts.
- Attend and participate in regular and special meetings of the Port Commission and report on developments regarding Port projects.
- Advise management on economic and regulatory matters as they may impact the Port, and develop coordinated responses as appropriate.
- Prepare the Business Development and property management annual budgets and provide input into the property maintenance budgets.

- Participate in the development of the Port's annual budget with a focus on investments that generate economic development opportunities.
- Work with the legislature to influence laws and regulations that impact the Port, the Port's tenants, customers and businesses in Kitsap County.

EDUCATION and/or EXPERIENCE

- A Bachelor's degree in business, finance, economics or similar field required.
- A minimum of five years' experience in a senior level professional position with a focus on business development, particularly for urban areas, as well as general management, marketing and communication experience.
- Equivalent of five years of experience with progressive responsibility in property and contract management.

REQUIRED SKILLS, KNOWLEDGE AND ABILITIES

- Excellent verbal and written communication skills and presentation skills.
- Strong persuasion and negotiation skills.
- Knowledge of business, economic development, marketing, tourism, public relations and other issues that may affect the Port of Bremerton.
- Knowledge and connection to the marine trades, aerospace or advanced manufacturing industries are helpful.
- Ability to create and implement marketing strategies, communications and materials for Port tenants and the public.
- Ability to function within a public agency environment.
- Ability to effectively present detailed information to tenants, customers and the public. Must have impeccable customer service skills and strategies.
- Ability to present business cases to the public and to the Board of Commissioners in open public meetings.
- Ability to perform business calculations such as net present value and internal rate of return in order to analyze business and financial opportunities.
- Ability to analyze leases contracts, agreements and documents.
- Ability to travel, including internationally, as needed.
- Ability to work independently with little or no supervision. Must be extremely self-motivated.
- Ability to apply common sense understanding to carry out instructions furnished in written, oral or diagram form.
- Ability to initiate out of the box problem solving where only limited standardization may exist.
- Ability to effectively use computer software including Microsoft Word, Excel, Outlook, PowerPoint and property management programs.
- Ability to proficiently utilize calculators, copy machines and other office equipment
- Ability to read, write and speak the English language at a level for efficient job performance.

- Ability to read, analyze and interpret business periodicals, government regulations, and Port handbooks.
- Ability to write reports and fill out forms accurately.

CERTIFICATES, LICENSES or REGISTRATIONS

Valid Washington State driver's license

SUPERVISION

This position is an exempt position and is under the general direction of the Chief Executive Officer.

PHYSICAL DEMANDS AND WORK ENVIRONMENT

Requires sitting at a desk for extended periods of time, using a computer work station for extended hours and occasionally lifting up to 25 pounds. Frequent driving to meetings in the Seattle/Olympia area and flying to other cities. Duties are performed in a moderately busy office environment.

EQUAL OPPORTUNITY EMPLOYER – AMERICAN WITH DISABILITIES ACT

The Port of Bremerton is an Equal Opportunity Employer and seeks to fully comply with the American with Disabilities Act. Women and Minorities are encouraged to apply for position vacancies. Requirements outlined in this job description may be subject to modification to reasonably accommodate individuals with disabilities who are otherwise qualified for employment in this position.

TO APPLY

A Port of Bremerton online application is required. Please visit the link provided below. You should receive an online confirmation upon successfully applying.

www.portofbremerton.org

SALARY RANGE

\$85,000 - \$110,000 year. Excellent benefits and state retirement.

IMPORTANT DISCLAIMER NOTICE

The job duties, elements, responsibilities, skills, functions, experience, educational factors, requirements and conditions listed in this job description are representative only and not exhaustive of the tasks that an employee may be required to perform. The Port reserves the right to revise this job description at any time and to require employees to perform other tasks as circumstances or conditions of its business, competitive considerations or work environment change.

Jim Rothlin
Chief Executive Officer
April 2017