

**FAIRFAX COUNTY ECONOMIC DEVELOPMENT AUTHORITY**  
**POSITION DESCRIPTION**

**POSITION:**

Director of International Business Investment

**DATE OF COMPLETION:**

May 2022

**STATEMENT OF THE AUTHORITY'S MISSION:**

To promote the competitive advantages of Fairfax County and influence the growth of a diverse and innovative ecosystem that enhances the tax base, creates demand for commercial space, and supports an extraordinary and equitable quality of life across Fairfax County.

**POSITION SUMMARY:**

Promote Fairfax County to representatives of the international business community seeking to establish a presence or expand their existing business to the US. Direct and oversee the International Business Investment ('IBI') department. This includes the Assistant Director and four IBI Managers as well as all FCEDA's overseas offices (currently five). Serve as a representative of the FCEDA to members and organizations within the business community locally, regionally and globally. Coordinate business investment outreach, both business attraction and retention with other division directors. To refine on an ongoing basis, business investment strategies and initiatives which promote Fairfax County as a global technology business center for both small and larger businesses.

**DIRECTION:**

General direction is provided by the Senior Vice President of Business Investment. Discretion must be exercised on a day-to-day basis by the employee. The employee will also perform other duties as assigned, so long as such duties are within the bounds of accepted standards of safety and propriety.

**ESSENTIAL DUTIES:**

***I. Business Investment Strategy and Outreach***

- Develop and execute the overall international business investment strategy to promote Fairfax County as a business location.
- The employee will develop and execute business attraction programs in key markets to the FCEDA. The business investment outreach includes the following stages and components:
  - Industry and market analysis; target market/sector lists

- Identifying and qualification of leads and prospects
- Identifying and collaborate with relevant partner organizations
- Identifying relevant trade shows, speaking engagements and events to attend, participate or organize
- Involves international travel to meet with prospects, global partners and events attendance
- Develop an overall plan for retention of (foreign) companies in Fairfax County through outreach and the provision of EDA services.
- Collaborate with other FCEDA divisions to ensure that all programs and initiatives are coherent and aligned with other FCEDA divisions' goals and plans as well as the overall goals and objectives of the FCEDA.

## ***II. Supervise and coordinate work of the IBI team***

- Set current and long-term goals for this team; develop an annual plan to achieve the metrics relevant to the IBI division, especially for job growth and commercial real estate
- Responsible for the recruitment and supervision of the IBI managers
- Promote and coordinate collaboration of IBI staff with other FCEDA divisions
- Conduct and approve performance review of IBI staff
- Develop and monitor an annually approved budget, which include all expenses by FCEDA's overseas representatives, and all (international) travel done by the IBI team.

## ***III. Oversee and coordinate work of FCEDA overseas representatives***

- Responsible for the recruitment and (contract) management of FCEDA's overseas representatives, currently in Bangalore, Berlin, Tel Aviv, London and Seoul.
- Work with FCEDA procurement manager to competitively solicit and engage consultants in accordance with Virginia procurement regulations
- Develop work and budget plans with FCEDA's overseas representatives, which include the areas of lead generation, events, tradeshow, digital marketing and media outreach

## ***IV. Serve as a representative of the FCEDA to business and community organizations***

- Participate in organizations that represent the broad business base in the county, e.g. local chambers of commerce such as Dulles Regional Chamber of Commerce and NVTC.
- Participate in organizations that are promoting global trade and economic development, such as British American Business Association (BABA), Swedish Chamber of Commerce (SACC)

### **QUALIFICATIONS:**

Bachelor's degree preferred. Any combination of education and experience equivalent to a bachelor's degree and five to seven years of work experience in a relevant field is required. Experience in economic development is a plus. Progressive responsibilities in management and leadership; experience in building, mentoring, coaching and supervising a team of marketing and/or business development professionals is required. Excellent writing and oral communication skills. Accuracy and attention to detail; Strong interpersonal communications skills and exceptional customer service are a must. Confident presentation and public speaking skills required. Discretion with confidential information; ability to meet deadlines; Ability to work effectively with various level of colleagues (C-level executives, elected officials and other dignitaries). International travel required.

### **SPECIAL REQUIREMENTS:**

The appointee to the position must satisfactorily complete criminal background and credit checks.

### **PHYSICAL REQUIREMENTS:**

Job is generally sedentary in nature, however, employee is required to walk, stand, sit bend, kneel, reach, climb stairs and carry up to 25 pounds in weight. Use hands to grasp handle or feel. Visual acuity is required to read data on a computer monitor. Physical requirements can be performed with or without accommodations.

*This is a **full time position with benefits**. This position is attached to Fairfax County government for payroll and like all FCEDA positions, is exempt from county civil service rules and regulations.*

**Submit resume and cover letter by 4:00 p.m. ET Friday, July 22, 2022 via email to [swhite@fceda.org](mailto:swhite@fceda.org). Please include the job title and source of the advertisement within the subject line.** No phone calls, please.