

## **DIRECTOR OF BUSINESS DEVELOPMENT (SRAA)**

**08390**

**(Competitive)**

### **DISTINGUISHING FEATURES OF THE CLASS**

The work involves responsibility for establishing and implementing an integrated strategic plan at the Syracuse Regional Airport Authority (SRAA) that identifies real estate, non-aviation, and commercial/industrial business development opportunities, negotiating business agreements with outside agencies in order to drive increased revenue. The work includes searching for new developers and businesses interested in establishing a presence at the airport, creating proposals, and making presentations to prospective tenants. The employee reports to the Executive Director who allows the incumbent a wide breadth of latitude for the use of independent judgment. Supervision is not a function of this classification. Does related work as required.

### **TYPICAL WORK ACTIVITIES**

Prospects new developers and businesses interested in establishing a presence at the airport by researching various resources for potential business, creating proposals, and making presentations to prospective tenants.

Coordinates the engagement of industry specialists to analyze potential opportunities and market those opportunities to prospective tenants.

Develops and maintains professional relationships with key prospects, tenants, and vendors.

Identifies strengths, weaknesses, and overall market position of other business development opportunities that may be competing with that of the airport.

Collaborates with the CFO to identify and explore new business opportunities that will maximize the utilization and revenue from the airports land facilities.

Conducts research, analyzes data, and prepares recommendations on business development opportunities and other related projects.

Effectively works with other airport staff in the research and analysis required to develop business opportunities.

### **FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS**

Ability to deal persuasively and effectively with the general public, outside agencies, and tenants in a manner conducive to building and maintaining cooperative working relationships.

Ability to analyze information gathered for the purposes of developing recommendations and/or making decisions that have the greatest potential for producing business results and revenue.

Comprehensive knowledge of principles and techniques of business management, industrial development, marketing, and sales knowledge of economics, forecasting, and risk/benefits analysis.

Ability to use tools and methodologies to drive business process improvements and deliver solid business and revenue generating results.

Strong analytical, written and verbal communication and presentational skills.

Ability to analyze and formulate solutions to complex problems.

Comprehensive knowledge of development and negotiation of contracts.

Ability to travel regularly within New York State and nationwide.

### **MINIMUM QUALIFICATIONS**

A) Graduation from a regionally accredited college or university, or one accredited by New York State Board of Regents to grant degrees, with a masters degree in business management, public administration, marketing, economics, finance, or a related field and four (4) years of work experience in business development and/or marketing; or,

B) Graduation from a regionally accredited college or university, or one accredited by New York State Board

of Regents to grant degrees, with a baccalaureate degree in business management, public administration, marketing, economics, finance, or a related field and six (6) years of work experience in business development and/or marketing.

Special Necessary Requirement: Possession of a valid New York State drivers license appropriate to the vehicle operated at time of appointment or during the course of employment

11/2017 Date of Original Composition