



**Position Title:** Business Attraction Manager

**Organization:** Greater Brazos Partnership

**Location:** Bryan – College Station, Texas

## **About Us**

The Greater Brazos Partnership is the primary driver of economic growth for the Greater Brazos Region -- home to world-class research, industry, and talent. We build bridges between business, academia, government, and community partners to attract new investment, help companies grow, and ensure long-term prosperity for the region and its people.

## **Position Summary**

The **Business Attraction Manager** will play a pivotal role in growing the regional economy by identifying, engaging, and securing new business investment opportunities. This position serves as the first point of contact for companies considering expansion or relocation and leads all aspects of outreach, project intake, site visits, and relationship building with prospective investors, site selectors, and strategic partners.

This is a highly visible, client-facing role for a driven, collaborative professional who thrives in a fast-paced environment and excels at building trust-based relationships that deliver results.

## **Key Responsibilities**

### ***Lead Prospect Engagement + Pipeline Development***

- Proactively identify and connect with target companies, site selectors, and industry influencers to generate qualified leads aligned with growth priorities
- Conduct intake and discovery calls to understand project requirements, timelines, and decision drivers
- Serve as the primary liaison for prospects throughout the site selection process

### ***Project Management + Client Service***

- Maintain accurate and timely project information in the CRM system; track pipeline metrics and progress
- Coordinate and deliver high-quality, customized proposals and presentations to respond to RFIs and client requests
- Plan, arrange, and host on-site tours, delegation visits, and familiarization trips for prospective companies

### ***Outreach + Relationship Building***

- Represent the Greater Brazos Partnership at industry trade shows, conferences, and regional events to build awareness and generate leads
- Develop strong working relationships with local and regional partners, including academia, municipalities, utilities, real estate brokers, and state representatives
- Support marketing initiatives by providing market intelligence and success stories to showcase the region's value proposition

### **Key Qualifications**

- Undergraduate degree with a focus on business, economics, sales, or related field
- 5+ years of experience in business development, economic development, international trade, or a sales environment
- Proven track record of managing projects and building trusted relationships with business executives
- Excellent written and verbal communication skills and well-developed interpersonal skills with experience developing strong partnerships with internal and external stakeholders
- Strong business acumen and sales skills with the ability to influence business decision makers
- Highly organized with a results-driven and proactive mindset
- Team player with a personable, collaborative attitude and commitment to continuous learning
- Interest in global economic and business climate and how it impacts the organization and the regional economy
- Intermediate to advanced proficiency with Microsoft Suite (Word, Excel, PowerPoint, Outlook)

### **Why Join Us**

At the Greater Brazos Partnership, you will:

- Help shape the economic future of a vibrant, fast-growing region
- Work alongside a committed, supportive, and high-performing team
- Build relationships with top companies, decision-makers, and community leaders
- Enjoy meaningful work with real impact

### **Send Applications To**

Salman Khan

Greater Brazos Partnership

Please email your application to [info@greaterbrazos.org](mailto:info@greaterbrazos.org) with the subject line "APPLICATION: Business Attraction Manager."