



**NEW BRAUNFELS CHAMBER**  
ESTABLISHED 1919

# Director, Economic Development

Greater New Braunfels Chamber of Commerce, Inc.

## Summary

The Director, Economic Development will be an integral part of the team working to grow and development New Braunfels' designated target industry sectors. This includes marketing regional assets externally and developing relationships with local businesses and executives. The Director would serve as one of the project managers for relocating or expanding companies; providing complete and professional technical assistance to prospects; market analysis/trends, information gathering; prospect development and project management; assist with all Business Retention and Expansion (BRE) activities and work closely with local industry to better understand workforce needs.

## About the Chamber

We are a membership organization that represents more than 1,600 local businesses. We partner with the public sector to administer tourism marketing and job growth for the community. We work to strengthen the local economy, advocate for our members and the community, advance community excellence, and deliver value to our members.

## Roles and responsibilities

### Core roles and responsibilities

- Develop and enhance approaches and methods of marketing New Braunfels to business prospects, investors, commercial real estate brokers, and other prospects leads
- Manage targeted marketing campaigns in alignment with target industries
- Monitor economic events and trends that affect New Braunfels and its economic development goals
- Develop assigned prospect leads from data, advertising, electronic tools, marketing trips, and other methods; implements innovative methods of new prospect development
- Responsible for management of assigned contacts, companies, leads, and projects including prospect management, site visits, and project management
- Manage the schedule of business retention & expansion visits with area employers to effectively identify expansion opportunities and troubleshoot other issues
- Work with local employers on their talent pipeline needs and how they align to education and available training
- In conjunction with the Vice President of Economic Development, develop and carry-out prospect and/or consultant marketing trips to targeted geographic locations and industry sectors to develop new leads and maintain relationships with companies / individuals from whom prospect leads are generated



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## Additional roles and responsibilities

- Represent New Braunfels in area, regional and state organizations
- Provide public presentations to various organizations, professional and civic groups
- Participate and interface with partner boards, committees and other groups

## Qualifications and skills

### Knowledge, skills and attributes

- Business Acumen - Ability to grasp and understand business concepts and issues.
- Conceptual Thinking - Ability to think in terms of abstract ideas.
- Project Management - Ability to organize and direct a project to completion.
- Communication, Written - Ability to communicate in writing clearly and concisely.
- Decision Making - Ability to make critical decisions while following company policies and procedures.
- Active Listening - Ability to actively attend to, convey, and understand the comments and questions of others.
- MS Office (PowerPoint, Excel, Word, Outlook). CRM experience preferred.

### Education, experience and certifications

- Bachelor's Degree in Business Administration, Political Science, Public Administration, Economic Development, Planning, or related field required
- 1-3 years management experience in equivalent field of operations
- Any combination of education and experience may be considered as a substitute for a degree or years of experience
- A valid driver's license

## Additional information

- Reports to: Vice President, Economic Development
- Location: New Braunfels, TX
- Assist and/or participate in travel as needed. Valid Texas driver license and passport.

Applicants should send a cover letter and resume to:

Michele Boggs  
Vice President, Economic Development  
michele@innewbraunfels.com