City of Baltimore Development Corporation (BDC)
Position Title: Business Development Officer / Manager, Made in Baltimore Program (Growth, Partnerships & Programs)
Reporting to: Vice President, Integrated Growth & Market Strategy
****IN-PERSON POSITION. NO REMOTE APPLICANTS PLEASE****

OPEN UNTIL FILLED

The Baltimore Development Corporation (BDC) is the economic development agency for the City of Baltimore. Our mission is to grow the city's economy in an inclusive manner by retaining, expanding, and attracting businesses and promoting investment, thereby increasing career opportunities for residents.

BDC is committed to a more equitable economy by supporting minority and women-owned businesses and promoting investment in neighborhoods that have been negatively impacted by institutional racism and/or generational poverty. We develop strategies and facilitate collaboration among our partners to intentionally create an inclusive and equitable economy.

POSITION OVERVIEW

The Business Development Officer / Assistant Director, Made in Baltimore Program (Growth, Partnerships & Programs) plays a dual leadership and relationship-building role within the Baltimore Development Corporation.

Internally, this position contributes to BDC's business development efforts by supporting local business retention, expansion, and ecosystem development initiatives in partnership with the Integrated Growth & Market Strategy Division. Externally, it serves as an Assistant Director for the Made in Baltimore Program (MIB), with primary responsibility for business readiness, partnership development, storytelling pipelines, and long-horizon program design.

This role serves as the upstream engine of the Made in Baltimore ecosystem—ensuring businesses are certified, prepared, visible, and positioned to successfully access retail, capital, workforce, and growth opportunities. Working in close coordination with the Business Development Officer / Assistant Director – Retail & Market Access, this position helps ensure the program scales intentionally, equitably, and with measurable impact.

RESPONSIBILITIES

Local Business Development & Retention

- Conduct outreach to small and midsize businesses, particularly those in the maker, manufacturing, creative, and service-based sectors.
- Identify business readiness needs and opportunities for stabilization, growth, or expansion within Baltimore City.
- Connect businesses to BDC's technical assistance, financing, incentive, and partner-led support programs.
- Collaborate with the Director of Economic & Industry Attraction to align local business pipelines with broader attraction and retention strategies.
- Serve as a visible representative of BDC at community, partner, and business events to foster trust and engagement.

Made in Baltimore (MIB) Program Leadership- Growth & Programs

- Lead implementation and continuous improvement of the Made in Baltimore certification and business readiness framework.
- Establish and steward eligibility standards for participation in MIB programs, including retail access, fellows, and showcases.
- Maintain accurate data on certified businesses, readiness progression, and program outcomes.
- Develop annual workplans, performance goals, and partnership strategies for non-retail MIB program pillars.
- Serve as a key internal steward of program quality, sustainability, and long-term impact.

Retail Pipeline Co-Ownership & Readiness

- Co-own retail eligibility and readiness standards in partnership with the Retail & Market Access Assistant Director.
- Ensure businesses entering retail placements are operationally, financially, and commercially prepared.
- Provide upstream feedback to strengthen retail outcomes and reduce execution risk.
- Support seamless handoffs between certification, readiness, and market access pathways.

Partnerships, Sponsorships & Ecosystem Development

- Build and sustain relationships with community-based organizations, anchor institutions, workforce partners, and philanthropic entities.
- Identify and cultivate sponsorship, underwriting, and partnership opportunities that support MIB program sustainability.
- Coordinate partner engagement across fellows, readiness, workforce exposure, and storytelling initiatives.
- Align partnership development with BDC's broader inclusive growth and economic development priorities.

Storytelling, Brand Alignment & Visibility Coordination

- Collaborate with the VP, Brand & Creative Strategy to align MIB storytelling with BDC's brand architecture.
- Work closely with the VP, Strategic Communications to manage storytelling pipelines and earned media opportunities.
- Identify businesses for visibility and narrative amplification tied to growth milestones and economic outcomes.
- Ensure storytelling efforts support long-term positioning rather than one-off promotion.

Data Tracking, Reporting & Impact Measurement

- Maintain accurate program and partnership records in CRM and reporting systems.
- Produce quarterly summaries highlighting business progression, readiness outcomes, and partnership impact.
- Support the Marketing Operations & Project Manager in developing dashboards that visualize pipeline health and program performance.
- Use quantitative and qualitative insights to inform continuous program improvement.

KNOWLEDGE, SKILLS, AND ABILITIES

- Strong understanding of small business development, entrepreneurship, and ecosystem-building.
- Demonstrated ability to build and steward cross-sector partnerships.

- Excellent organizational, project management, and coordination skills.
- Ability to work collaboratively across departments and disciplines.
- Strong written and verbal communication skills.
- Comfort operating in a lean, fast-paced, public-sector environment.
- Commitment to inclusive economic development and equitable growth.

REQUIRED QUALIFICATIONS

- 8+ years of experience in business development, economic development, entrepreneurship support, or community-based program management.
- Demonstrated success managing partnerships, programs, and stakeholder relationships.
- Experience working with small businesses, creatives, manufacturers, or nonprofit ecosystems preferred.
- Proven ability to manage multiple initiatives simultaneously with accountability.
- Bachelor's degree not required — equivalent professional or entrepreneurial experience will be equally valued.

BDC BUSINESS DEVELOPMENT DIVISION CHARTER ALIGNMENT

- Citywide Business Development Mandate: In alignment with the BDC Business Development Division charter, business development is a core responsibility of every employee and is not limited to a single department, role, or title. All staff are expected to identify, advance proactively, and support opportunities that drive inclusive economic growth for the City of Baltimore through coordinated, cross-functional collaboration.

- Integrated Multi-Brand Stewardship & Representation: Consistent with the Division's integrated growth and brand stewardship model, this role requires active contribution to and representation of **all** City and BDC brands and initiatives—not solely the Baltimore Development Corporation. All brand, marketing, communications, partnerships, and external representation must consistently and accurately elevate the *City of Baltimore*, the Baltimore Development Corporation, and affiliated programs and initiatives, including *Made in Baltimore, Emerging Technology Center, and Baltimore Together*, as well as additional City or BDC initiatives as assigned.

OFFICE ENVIRONMENT REQUIREMENTS

- Workplace Setting: The position requires presence in an office setting, employees are scheduled to work a 7.5-hour workday Monday through Friday, providing a total of 37.5 hours per work week. The BDC 7.5-hour workday plus one hour for lunch, begins between 7:00 am – 9:00 am and ends between 3:30 pm – 5:30 pm. Flexibility for occasional extended hours or weekend work may be required.
- Equipment Use: Proficiency in using standard office equipment such as computers, printers, copiers, and telecommunication devices is essential.
- Rare evening and weekend work for special events and Board meetings
- Some travel within the Baltimore metropolitan area for community events and stakeholder meetings
- BDC's offices are located at 36 S. Charles on the 21st & 20th floors and are accessed via elevators and emergency stairs.

PHYSICAL REQUIREMENTS

- Mobility: The position requires the ability to sit for extended periods, stand, and walk, including occasionally moving between different locations within the office and off-site.

- Manual Dexterity: Must be able to use hands and fingers to operate office equipment, handle documents, and perform data entry.
- Lifting: Occasionally required to lift and move objects weighing up to 20 pounds.
- Vision and Hearing: Adequate vision and hearing are necessary for reading documents, using a computer, and communicating with others in person and via telecommunication devices.

DRESS CODE

- Professional Attire: The candidate is expected to adhere to a professional dress code that reflects the organization's standards and presents a neat, clean, and business-like appearance.
- Meetings and Events: For meetings with public officials, community leaders, or external partners, business formal attire may be required.
- Casual Days: On designated casual days, business casual attire is acceptable, provided it maintains a professional and respectful appearance.

SALARY AND BENEFITS

This is a salaried, benefited, at-will position, and work is performed as required to complete project priorities and may require extended hours beyond a conventional work week, including evening meetings.

Salary will be commensurate with experience and qualifications. BDC also offers a full package of benefits, including paid sick, personal, and vacation leave; subsidized medical/dental with Health Savings Account; 403(b) retirement with employer matching; parking/transit subsidy; mobile phone reimbursement; and other benefits.

The starting salary range for the Business Development Officer is $55,000 - $90,000, commensurate with experience. Occasional early or late-hour work may be required for major announcement days or public events.

APPLICATION AND SELECTION PROCESS

Candidates should submit a cover letter and resume via email to Shantel McLaughlin at smclaughlin@BaltimoreDevelopment.com, subject line of the email indicating “Business Development Officer / Manager, Made in Baltimore Program (Growth, Partnerships & Programs)

Candidates can also learn about us by visiting our website at baltimoredevelopment.com and baltimoretogether.com. No Phone Calls Please. Only applicants scheduled for interviews will be contacted.

EQUAL OPPORTUNITY EMPLOYMENT

BDC is an Equal Opportunity Employer committed to a more equitable economy through employment, supporting minority and women-owned businesses, and promoting investment in neighborhoods that have been negatively impacted by institutional racism and/or generational poverty. We develop strategies and facilitate collaboration among our partners to intentionally create an inclusive and equitable economy. BDC does not and shall not discriminate based on race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status, in any of its activities or operations.