



City of Baltimore Development Corporation (BDC)

Position Title: Director, Economic & Industry Attraction

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 Director, Economic & Industry Attraction serves as the strategic lead for developing, managing, and advancing Baltimore's business attraction, retention, and expansion pipeline. Reporting to the Vice President, Integrated Growth & Market Strategy, this position plays a central role in executing BDC's efforts to strengthen Baltimore's competitiveness across target sectors, connect new and existing businesses with growth resources, and deliver measurable results aligned with *Baltimore Together's* Comprehensive Economic Development Strategy (CEDS). The Director also oversees a team of Sector Development Officers and a Senior Industry Development Lead, ensuring a coordinated pipeline strategy across priority sectors.

The Director leads stakeholder engagement with investors, developers, and business leaders to identify opportunities for market entry, expansion, and partnership. This role ensures coordination between marketing, data analytics, and industry outreach functions, helping position Baltimore as a city of choice for business growth and inclusive investment.

RESPONSIBILITIES

Business Attraction, Retention & Expansion

- Develop and manage a strategic pipeline of business attraction opportunities within priority sectors aligned to the *Baltimore Together* framework.
- Lead retention and expansion strategies for local companies, ensuring continued investment and job creation in Baltimore.
- Serve as primary contact for major employers, industry associations, and site-selection consultants seeking market insights.
- Coordinate with the VP, Brand & Creative Strategy, to ensure outreach materials, proposals, and presentations align with BDC's brand and storytelling.
- Partner with the Made in Baltimore program to highlight locally made products and connect small businesses to broader industry opportunities.
- Collaborate with the Marketing Operations & Project Manager to ensure campaign integration and performance tracking for business attraction initiatives.

Market Research & Competitive Intelligence

- Oversee collection and analysis of business, workforce, and real-estate data to identify growth trends and competitive opportunities.
- Use industry data and benchmarking to shape attraction and retention strategies for target sectors (e.g., tech, life sciences, logistics, manufacturing, and creative industries).
- Produce quarterly sector reports that inform executive decision-making and partner collaboration.
- Translate data insights into actionable recommendations for leadership and City partners.

Stakeholder & Partner Engagement

- Cultivate relationships with developers, investors, and regional economic organizations to promote Baltimore as a destination for business growth.
- Collaborate with state-level partners (e.g., Maryland Department of Commerce, Greater Baltimore Committee) to align incentive programs and coordinate prospect responses.
- Partner with the Integrated Growth and Strategic Communications divisions to ensure outreach efforts reflect consistent messaging and measurable outcomes.
- Engage community stakeholders and workforce partners to ensure that growth strategies create equitable opportunities for residents.

Cross-Divisional Collaboration & Project Management

- Collaborate with the VP, Integrated Growth & Market Strategy, to align KPIs and reporting dashboards to organization-wide goals.
- Work closely with the VP, Brand & Creative Strategy, and VP, Strategic Communications, to connect business-attraction activities with marketing and storytelling outputs.
- Lead cross-functional working groups that integrate policy, data, and communications efforts into cohesive business-development plans.
- Ensure compliance with all data-reporting and public-accountability standards.

Reporting & Performance Measurement

- Track and analyze metrics related to attraction, retention, and job creation, report quarterly to the SVP and Board.
- Contribute to BDC's annual impact report and presentations highlighting business-growth outcomes.
- Maintain CRM and project-tracking systems to ensure accurate and timely reporting across divisions.
- Integrate metrics and reports with the Baltimore Together Key Industry Goals and the forthcoming Baltimore Means Business accelerator initiative.

KNOWLEDGE, SKILLS, AND ABILITIES

- Deep understanding of economic development principles, business-attraction strategies, and market research.
- Proven ability to build partnerships with business leaders, policymakers, and community stakeholders.
- Strong analytical, written, and verbal communication skills; adept at translating data into actionable insights.
- Experience in project management, stakeholder engagement, and CRM-based reporting.
- Collaborative approach with demonstrated success in cross-sector coordination.
- Proficiency in Microsoft Office Suite; familiarity with economic-development software and data-visualization tools.

REQUIRED QUALIFICATIONS

- Bachelor's degree in Business, Economics, Public Policy, or a related field; advanced degree preferred.
- Minimum 7–10 years of progressive experience in business development, economic development, or industry engagement.
- Proven track record managing attraction and retention strategies with measurable outcomes.
- Demonstrated experience engaging executive-level stakeholders across public and private sectors.
- Experience within a civic, nonprofit, or government organization preferred.

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 proactively identify, advance, 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 Director, Economic & Industry Attraction is \$105,000 - \$125,000, commensurate with experience.

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 "Director, Economic & Industry Attraction."

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.