



BUSINESS ATTRACTION STRATEGIST

JOB CLASSIFICATION	BUSINESS ATTRACTION STRATEGIST
CLASSIFICATION	UNCLASSIFIED
SALARY GRADE	EDA08
SALARY RANGE	\$71,100.78 - \$73,973.25
DEPARTMENT	MARKETING
REPORTS TO	DIRECTOR, MARKETING
LAST UPDATED	MARCH 5, 2026

JOB DESCRIPTION SUMMARY

The Business Attraction Strategist serves as a primary external representative of the Virgin Islands Economic Development Authority (VIDEA) responsible for advancing business recruitment and investor engagement initiatives. Under the general supervision of the Director, Marketing, the Business Attraction Strategist develops and manages an active pipeline of prospective investors, conducts independent meetings and presentations, and facilitates connections with VIEDA units, government agencies, and external partners to advance qualified opportunities toward formal application and investment. The Business Attraction Strategist supports key recruitment marketing activities and economic development priorities, including initiatives aligned with Vision 2040, while coordinating across stakeholders to strengthen targeted industry development and enhance the Authority’s national and international visibility, including serving as liaison with external public relations firms.

ESSENTIAL FUNCTIONS

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Serve as the Authority’s designated external representative for business recruitment and investor engagement activities, including independent meetings, executive briefings, industry conferences, and outreach initiatives.
- Develop, manage, and advance business recruitment leads through the engagement pipeline by implementing structured follow-up strategies, targeted outreach, and engagement plans designed to support progression toward formal application and investment.
- Conduct targeted recruitment outreach and relationship-building activities as needed to support pipeline development, sustain investor engagement, and expand qualified prospect networks.
- Develop and deliver executive-level presentations, concise elevator pitches, and recruitment messaging that communicate the Territory’s competitive advantages, incentive structures, and strategic value proposition to corporate decision-makers, site selectors, investors, and industry stakeholders.
- Facilitate connections between prospective investors and appropriate VIEDA units, government agencies, and external partners to support successful establishment and expansion of business operations in the Territory.
- Assess prospective investor requirements and identify potential operational, regulatory, or logistical barriers, coordinating with appropriate agencies or partners to support successful project advancement.



- Coordinate and support site visits and familiarization tours for prospective investors, business advisors, and site selectors, ensuring effective stakeholder engagement.
- Maintain professional relationships with prospective investors to support ongoing recruitment efforts.
- Plan and prepare for recruitment conferences, trade missions, and industry events by coordinating targeted outreach, scheduling prospective investor meetings, and ensuring readiness of recruitment messaging and materials to support effective engagement.
- Represent the Authority at recruitment missions, industry conferences, trade shows, and professional events locally, nationally, and internationally as assigned.
- Capture and coordinate visual documentation of Authority activities, conferences, and stakeholder engagements, including photographs and short-form video content, to support communications, reporting, and promotional initiatives.
- Identify strategic opportunities for Authority participation in recruitment-focused events and industry forums supporting targeted industry development.
- Advise the Director on business recruitment strategy using engagement outcomes, industry trends, and market intelligence to strengthen recruitment effectiveness.
- Conduct company, market, and industry research to inform recruitment initiatives and prepare leadership for investor meetings and outreach.
- Respond to external investor and business attraction inquiries and coordinate appropriate follow-up with internal units and partners.
- Track investor engagement activity within the Authority's CRM system and generate periodic pipeline reports and engagement summaries.
- Work with the Marketing team to implement recruitment-focused promotional campaigns and assess engagement performance using analytics and reporting tools.
- Ensure investor-facing website content remains accurate, user-friendly, and accessible, and coordinate updates as appropriate.
- Actively coordinate with assigned divisions to obtain required materials for the Authority's annual report and major publications, including conducting structured follow-ups, clarifying reporting needs, and assisting in preparing preliminary summaries where appropriate to support timely submission.
- Serve as liaison with external public relations firms engaged to support national and international visibility for investment attraction.
- Support initiatives aligned with Vision 2040 and other economic development priorities as they relate to targeted industry recruitment and business attraction efforts.
- Coordinate with internal departments and external partners to plan, schedule, and execute communications and outreach activities in accordance with established timelines, resource capacity, and operational priorities.
- Provide cross-functional support for Authority initiatives and events as needed to maintain operational continuity and effective departmental service delivery.
- Perform other duties as assigned.

COMPETENCIES

- Ethical conduct and ability to maintain a high degree of confidentiality



- Strong interpersonal, relationship-building, and executive engagement skills, including the ability to confidently interact with senior corporate leadership and decision-makers
- Strong networking skills to support business recruitment, investor engagement, and industry outreach initiatives
- Executive-level public speaking and presentation ability
- Strategic thinking and analytical problem-solving capability
- Strong organizational and time-management skills
- High degree of professional credibility and personal effectiveness
- Strong written and verbal communication skills
- Ability to collaborate effectively across departments and external partners
- Demonstrated ability to independently drive cross-departmental processes, including conducting structured follow-ups and coordinating with senior staff to meet deadlines and deliverables.
- Flexibility and adaptability in a dynamic economic development environment
- Ability to develop and communicate compelling recruitment messaging and jurisdiction value propositions
- Proficiency in managing engagement pipelines and utilizing CRM platforms
- Ability to develop professional-quality written and visual communications, including presentations and digital outreach materials
- Ability to influence stakeholder decisions and navigate complex discussions to advance recruitment opportunities and resolve project challenges
- Ability to operate effectively within a public-sector or multi-agency environment, balancing regulatory considerations, stakeholder interests, and organizational priorities

SUPERVISORY RESPONSIBILITY

This position has no supervisory responsibilities.

WORK ENVIRONMENT

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets, fax machines and other office equipment as applicable.

PHYSICAL DEMANDS

This is not a sedentary role; some stooping, walking, lifting, typing, talking, hearing, seeing, repetitive motions are necessary. This would require the ability to lift up to 20 to 50 pounds of force.

POSITION TYPE AND EXPECTED HOURS OF WORK

This is a full-time position. Normal days and hours of work are Monday through Friday, 8:00 a.m. to 5:00 p.m.; however, this position often requires weekend and after hours work.

TRAVEL

Territory-wide and national travel are required. International travel may be required.

REQUIRED EDUCATION AND EXPERIENCE

- Bachelor’s degree in business administration, marketing, economic development, communications, public administration, or a related field.



- Minimum of six (6) years of progressively responsible professional experience in business development, economic development, investor relations, client engagement, marketing strategy, communications, strategic outreach or a related field.
- Demonstrated experience engaging external stakeholders, business clients, or institutional partners in a professional advisory, recruitment, or relationship management capacity.
- Experience supporting strategic initiatives, business recruitment activities, or stakeholder engagement programs preferred.
- Proficiency in standard professional office software, CRM platforms, and digital communication tools.

PREFERRED EDUCATION AND EXPERIENCE

- Master’s degree in business administration, economic development, public administration, marketing, project management, or a related field preferred.
- Eight (8) or more years of professional experience in business recruitment, economic development, investor relations, or related external-facing roles requiring independent stakeholder engagement and presentation.
- Experience in economic development, site selection, investment promotion, or business recruitment initiatives preferred.
- Familiarity with the U.S. Virgin Islands economic landscape, government structure, and partner agencies, or demonstrated ability to quickly develop working knowledge necessary to effectively support investor engagement and business recruitment activities.

ADDITIONAL ELIGIBILITY QUALIFICATIONS

Valid USVI Driver’s License

AFFIRMATIVE ACTION PLAN (AAP)/EQUAL EMPLOYMENT OPPORTUNITY (EEO) STATEMENT

All employment decisions shall be made without regard to race, color, religion, sex (including pregnancy, gender identity, and sexual orientation), parental status, national origin, age (40 or older), disability, military service, genetic information (including family medical history), or political affiliation or other non-merit-based factors.

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

HOW TO APPLY

To apply, submit the following:

- Letter outlining your interest and qualifications for the job
- Resume

This position will remain open until filled.