



## **BUSINESS DEVELOPMENT & MARKETING SPECIALIST JOB DESCRIPTION**

JAIR LYNCH is a Washington, D.C. based urban regeneration company that responsibly transforms urban markets into extraordinary neighborhoods. The company is involved in real estate projects as a master developer, market/financial feasibility analyst, real estate advisor, development manager, construction manager and investor. To help us achieve our vision, the company is in need of a Business Development & Marketing Specialist with strong technical, work and personal skills. For additional company information please see the firm's website ([www.jairlynch.com](http://www.jairlynch.com)).

### **Primary Function**

The Business Development & Marketing Specialist ('BDMS') will work under the direction of the company's President/Chief Executive Officer and Executive Vice President/Chief Development Officer but is expected to interact with all associates, including development and accounting staff as well as outside vendors. The BDMS defines business development and marketing goals and implements effective strategies to generate new "fee" business with third-party clients and build the JAIR LYNCH brand. Fee business focuses on real estate advisory and development services with third party clients; in effect acting in whole or in part as a client's outsourced real estate department. The BDMS must be able to work efficiently in a fast-paced, multi-task environment.

### **Duties & Responsibilities:**

#### **Business Development**

- Create and execute the overall strategy for sourcing and securing new fee business opportunities from third party clients with particular emphasis on the DC Metropolitan Area. This has been historically based on institutional, municipal and non-profit clients. The company desires to grow its private sector client base as well as expand into federal business opportunities.
- Develop and implement a process for evaluating new opportunities in terms of income potential and mission fit.
- Achieve quarterly Business Plan goals.
- Cultivate strategic relationships with potential clients, contacts and business partners to drive fee business and build the JAIR LYNCH brand.
- Supervise the firm's RFP response protocols, including soliciting RFPs and writing proposals for new business, acting as primary company liaison to new clients and participating in meetings and interviews as needed.
- Develop and administer a business development database that includes client and prospect information, proposal tracking and follow up, analysis of competition and performance metrics.
- Make product recommendations based on researched understanding of the market, competition and consumer and product research and analysis.
- Interact with JAIR LYNCH's Sponsored Investment Business Development Team.



### **Marketing**

- Design, implement, and facilitate an annual marketing plan and budget for the firm.
- Articulate and manage JAIR LYNCH's core values and public image and ensure consistent communication of the brand to all constituencies, both internal and external. Prepare verbal and written communications as they relate to client development, including corporate qualifications, proposals and presentations.
- Create standard operating procedures for including project-based marketing and public relations plans in development schedules and budgets, including the hiring of marketing consultants, interactions with neighborhood and government officials, and post-completion photography and award applications.
- Manage ongoing marketing activities, including: company and/or company websites and social media, overseeing the company charitable giving program, soliciting feedback via client satisfaction surveys, and undertaking other special initiatives as needed.
- Create and maintain standard templates for JAIR LYNCH proposals and presentations, company qualifications and corporate bios; regularly review and update these templates as necessary.
- Seek out and apply for award competitions in which JAIR LYNCH projects can be entered. Prepare the necessary portfolio for entry and manage announcements of achievements, both to the media and on the company website and social media outlets.
- Represent JAIR LYNCH on various boards, committees and trade organizations as required to secure new business opportunities and establish a policy position as embodied in the company's Core Integrity.
- Cultivate company culture through distribution of key learnings, reinforcement of the JAIR LYNCH brand, and facilitating team building activities as needed.

### **Qualifications**

- Ability to effectively multi-task under pressure, meet deadlines and deliver high quality work.
- Ability to move from broad strategic perspective to tactical implementation and translate thoughts into actionable plans.
- Strong project management, planning and organizational skills with the ability to both lead and participate in cross-organizational teams.
- Strong creative skills with the ability to innovate and think outside the box.
- B.A. or B.S. Degree
- Five years minimum work experience in a real estate, construction or finance related business.
- Federal business experience a preference.
- High degree of organizational skill and problem-solving ability; specifically the ability to work as self starter, especially as it relates to calling on resources outside the firm.
- Resourcefulness in finding information and answers from within and outside the company without prompting or micromanagement; a "consummate" self starter.
- Respect for details and ability to accurately execute them at a high level without excess supervision.



# JAIR LYNCH

DEVELOPMENT PARTNERS

- Ability to prioritize/execute to achieve desired company and project goals with prudence and sense of urgency.
- Collaborative approach and respectful relationship style with both associates and external service providers.
- Articulate communication skills – verbal, pictorial and numerical.
- Desire to learn and grow professionally grow.
- General relevant computer skills including Microsoft Word, Excel, ACCESS, PowerPoint and Project. Must be proficient in or able to quickly learn Adobe Creative Suite CS4.
- Desire to invest your passion and commitment to a vision you feel you can embrace and contribute to the growth of the company and its success.
- A willingness and flexibility to do “whatever it takes” for “whoever needs it” to foster the growth and success of the business.
- Strong employment references and submit to/pass a complete background check.
- Ability to embrace and live the company’s Core Integrity.

### **Salary & Benefits**

Salary commensurates with experience. Benefits include health insurance, disability insurance and 401(K) plan. Two weeks vacation annually.

### **Contact**

Office Manager @ [officemanager@jairlynch.com](mailto:officemanager@jairlynch.com)

Phone: 202.462.1092

Fax: 202.462.1082

**JAIR LYNCH IS AN EQUAL OPPORTUNITY EMPLOYER**