



PROPOSAL CONTENT AND CLIENT EXPERIENCE COORDINATOR

TexAmericas Center (TAC) is a special purpose district of the State of Texas. The Charter of TAC is to promote economic redevelopment of closed and surplus military property in Bowie County, TX. This position will provide key support to the on-going mission of TexAmericas Center.

GENERAL DESCRIPTION

The Proposal Content and Client Experience Coordinator will report to the Executive Vice President/CEDO. This position is primarily responsible for attracting the interest of would-be clients to TexAmericas Center real estate, incentives and logistics services and programs by assisting clients and performing multiple marketing, public relations and communication tasks through the application of exceptional first line customer service.

PRIMARY RESPONSIBILITIES

- Manage Prospect Activity and Projects, Content Development and Management and limited Grant Management.
- Client Attraction with specific focus on development and management of website, social media, marketing materials and marketing campaigns. Updates to website, relevant posts, Facebook and microsites as necessary.
- Manage outsourced and referral lead sources.
- Client Conversion with specific focus on follow up with clients after proposals have been delivered and seek in-person meetings to facilitate due diligence and implementation of TexAmericas Center services and programs.
- Scheduling and conducting in person and web-based sales meetings upon client and TAC staff request.
- Preparing and performing appropriate follow-up communications and actions with clients.
- Client Engagement with specific focus on assisting in building and maintaining lasting relationships with Prospects and Referral Partners (including Commercial Real Estate Agents, Site Search Consultants, Due Diligence Professionals, Sales and Marketing Vendors, Corporate Citizens, Tenants, and others).
- Providing exceptional customer service to Prospects and Referral Partners thereby ensuring client satisfaction, repeat referrals and lease renewals.
- Maximizing use of the Client Relationship Management system ensuring data input and ongoing assessment of prospect status.
- Managing client intelligence to guide development of existing and prospective client engagement plan.

- Providing feedback and input from existing tenants, Referral Partners and Prospects to assist in improving TAC's product development, sales cycle and marketing efforts.
- Other duties as assigned.

KNOWLEDGE AND SKILL REQUIREMENTS

- Strong written and oral communication skills, professional image, self-starter/initiative, working in a team environment, proposal development, demonstrated ability to use various computer programs and applications (i.e. Microsoft Office, Adobe, Prezi, Google, CRM.)
- Work requires exceptional customer service skills both internal and external.
- Candidates must be organized, resourceful, and detail-oriented, with a friendly focus on exceptional customer service both internal and external.
- Ability to work independently with little management involvement and maintain confidentiality.
- Ability to multi-task, set priorities and adapt to changing conditions.
- Exceptional writing skills with attention to detail.
- Critical and creative thinking and problem solving skills.
- Exceptional organizational skills.
- Effective communication skills.

SALARY AND BENEFITS

Salary commensurate with qualifications. Health, Vision, Dental, and Life for employee are provided. Family benefits are available. Generous 457(b)/401(a) and leave package are available after 6 month vesting period.

SPECIAL REQUIREMENTS

Must be a US Citizen, at least 18 years of age, minimum high school graduate or GED, subject to drug screening at any time and without notice, background investigation and have a valid driver's license. Work will be performed upon an active military installation and further background investigations may be required to satisfy DOD requirements. Such investigations and DOD approvals will be a condition of employment.

I have carefully read and understand the contents of this job description and have been given the opportunity to ask my supervisor any questions I have regarding my duties and responsibilities as described therein.

Employee Signature

Date