



## Position Description

**Job Title:** President  
**Base Location:** Coral Gables, FL

### POSITION OVERVIEW

SelectFlorida's President, in collaboration with its Board of Directors, FloridaCommerce, and other key partners, supports the development and expansion of Florida's economy. The President plays a key role in developing and implementing Florida's international commerce and business development strategies, working closely with FloridaCommerce to achieve the state's economic development goals.

Serving as a strategic and visionary leader, the President is responsible for providing day-to-day organizational, programmatic, and team leadership throughout SelectFlorida. This position develops and communicates SelectFlorida's strategic priorities and goals in collaboration with key partners and leads the team in driving organizational growth. The President serves as the face of the organization, and engages frequently with partner organizations, businesses, and constituents. Essential to the success of the position, the President directs and adapts programs responsible for driving continuous economic growth throughout Florida, with a specific focus on international initiatives.

### KEY RESPONSIBILITIES

#### **Organizational Leadership:**

- Provide direct and indirect supervision to SelectFlorida staff, ensuring team members are developed, coached, and prepared to implement SelectFlorida's mission. Provide effective positive leadership to all staff, fostering a collaborative, motivating, and productive work environment.
- Enthusiastically foster an engaging culture of innovation and continuous improvement throughout the organization.
- Collaborate with FloridaCommerce's Chief Operating Officer on strategies, operational support, continuous process improvement, and resource management.
- Direct, through the SelectFlorida leadership team, the effective provision of SelectFlorida's programs and services.
- Develop, in collaboration with key stakeholders, SelectFlorida's strategic initiatives, goals, and key priorities. Lead the leadership team and all SelectFlorida staff in implementing, monitoring, and adapting organization-wide strategies.

- Coordinate SelectFlorida's international commerce strategy, including trade promotion, export assistance, and business attraction initiatives, ensuring alignment with FloridaCommerce's strategic goals.
- Engage members of SelectFlorida's Board in support of effective governance, ensuring actions taken by the Board are implemented, and soliciting feedback from the Board on SelectFlorida's strategies and direction.
- Ensure compliance with all applicable state and federal regulations, approved budgets and financial plans, SelectFlorida policies, SelectFlorida's agreement with FloridaCommerce, and other applicable rules.
- Achieve or exceed all performance measures and key performance indicators set by FloridaCommerce, the Board of Directors, and/or the State of Florida.

### **Fundraising:**

- Thoughtfully develop and execute comprehensive and effective fundraising strategies in support of SelectFlorida's mission, programs, and strategic initiatives.
- Drive and achieve key results in generating private support for SelectFlorida, to include, but not limited to, identifying and soliciting prospective donors and partners, developing plans to ensure SelectFlorida generates sufficient private resources, as well as other fundraising activities.
- Promote a culture of fundraising throughout the organization, including amongst employees, partners, and board members.

### **Program Leadership:**

- Direct the development and execution of international programs aimed at high wage job creation, economic expansion and diversification, international trade and commerce, market development, strategic partnerships, and attracting foreign direct investment (FDI) to Florida.
- Ensure the state's international offices operating in key markets function as effective liaisons, facilitating connections between Florida businesses and businesses in international markets.
- Tenaciously oversee the development and implementation of programs and services that support Florida's businesses and economy.
- Frequently monitor and evaluate the effectiveness of programs, adjusting as necessary to achieve desired outcomes.

### **Economic and Partner Development:**

- Identify emerging global market trends and opportunities for business development, expansion, diversification, retention, and innovation. Advise FloridaCommerce leadership on how those trends can impact Florida's economy and businesses.
- Develop economic development plans and programs in collaboration with FloridaCommerce and key partners designed to support Florida's economic growth and momentum, as well as its targeted industries.
- Build and maintain strategic partnerships with international, federal, state, and local entities to support economic development and international business expansion.

- Foster relationships with leaders connected to Florida's economic development ecosystem to include, but not limited to, education, workforce development, transportation, FloridaCommerce Direct Support Organizations, small business development, industry associations, and local economic development partners.
- Effectively build and maintain strong collaborative relationships with local businesses, community leaders, government officials, and other key stakeholders.

### **Marketing & Promotion:**

- Oversee the promotion of Florida's key industries on a global stage, driving efforts to attract foreign investments and boost exports from Florida companies.
- Serve as the lead spokesperson for SelectFlorida and professionally represent SelectFlorida globally and domestically at events, public meetings, and other external engagements.
- Manage, in collaboration with FloridaCommerce, SelectFlorida's brand, ensuring brand consistency, development, awareness, and advancement across identified channels.
- Develop and implement, in collaboration with key stakeholders, marketing campaigns to promote Florida globally as a top destination for business and investment.

### **PREFERRED QUALIFICATIONS**

- Graduate degree in a relevant field and at least five years of applicable experience, including, but not limited to, demonstrated experience leading an organization and team, collaborating with key stakeholders, supporting economic development, and fundraising.
- Bilingual with the ability to communicate effectively in English and Spanish.
- Accessible to SelectFlorida's corporate headquarters in Coral Gables either through physical location or ability to travel to work onsite as required.
- Ability to travel up to 75% of scheduled workdays, as well as the ability to travel over weekends and holidays when required.

### **TO APPLY**

To express interest in, or nominate an individual for, the SelectFlorida President position, please email a letter of interest/nomination as well as a resume to [matt.swanson@selectflorida.org](mailto:matt.swanson@selectflorida.org) with a copy to [ashley.conrad@selectflorida.org](mailto:ashley.conrad@selectflorida.org) **by 11:59 pm eastern on Sunday, October 13, 2024.**

*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 filling this position. Duties, responsibilities and activities may change at any time with or without notice.*

*SelectFlorida is an equal opportunity employer.*