

## **ECONOMIC DEVELOPMENT DIRECTOR**

Salary Range: \$54,160 – \$83,949

### General Statement of Duties

Performs complex professional and administrative work planning, developing, initiating and directing business and industrial development programs and services, assisting existing and potential businesses and industries, developing marketing materials, preparing and maintaining records and files, and preparing reports.

### Qualification Requirements

To perform this job successfully, an individual must be able to perform each essential function satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable an individual with disabilities to perform the essential functions.

### Distinguishing Features of the Class

An employee in this class is responsible for consulting with local officials, community leaders, and industry executives for the purpose of promoting the industrial growth through expansion and retention of existing industrial bases, and attraction of new industries and businesses into the County. Duties include development of data, statistics, and publications which portray the economic potential of the county; identification of prospective industries; and maintaining proper records, reports, and public information for the program. Work requires considerable planning and timely execution of work. Decisions must be made quickly with accuracy when dealing with the industrial management teams. Employee must exercise independent judgment and simultaneously must consider financial, socio-economic, legal, and regulatory variables as they affect the County. Work occasionally requires exposure to outdoor weather conditions. Work involves setting policy and goals under the direction of the County Manager and is evaluated through conferences, reports, and results.

### Duties and Responsibilities

#### Essential Duties and Tasks

Serves as initial contact for potential industries and businesses considering new location or expansion; shows sites and arranges meetings with local officials; researches land and coordinates contacts for the property; serves as liaison during plant or facility construction.

Initiates, develops and maintains programs to encourage businesses to locate, expand or remain in the County; develops, implements and coordinates a strategic planning program for economic development.

Develops marketing materials for economic development including brochures, flyers, booklets, website, and ads, etc.

Develops and maintains contacts with State industrial developers, community leaders, representatives of businesses and industry, and the NC Department of Commerce.

Develops grants and funding sources to support infrastructure improvements; researches, writes and contracts for grants procurement and administration.

Lobbies and works with the Department of Transportation for road and highway improvements and keeps abreast of long range transportation plan.

Visits each industry in the County regularly to stay abreast of their status and any potential for expansion; assists with problems.

Maintains current records on sites and buildings, and reports changes to the State industrial

developers; maintains files and statistics on labor wages, demographics, economic base, maps, profiles, utilities, retail sales, building permits, finances and schools; reports on growth announcements and statistics on various agencies.

Serves as County staff representative to local, regional, State and national economic development and business organizations.

Prepares a variety of complex and detailed reports and other types of correspondence.

Works with the Work Force Development Board to ensure that there is an adequate and trained workforce in the County.

Prepares departmental annual operating budget; establishes yearly goals and objectives.

Coordinates efforts with local, regional and State organizations such as Regional Partnership officials, NC Department of Commerce and others.

Attends various meetings.

#### Additional Job Duties

Performs other related duties as required.

### Recruitment and Selection Guidelines

#### Knowledge, Skills, and Abilities

Thorough knowledge of County and department policies and procedures.

Thorough knowledge of principles, practices and processes involved in economic development.

Thorough knowledge of the principles of management, business, their organizational procedures, and financing.

Thorough knowledge of economic, social, and technological resources available in the economic development field.

Thorough knowledge of the assets of the community and Federal, State, and local laws pertaining to economic development and planning.

Thorough knowledge of the local, regional, State and Federal resources and agencies available to assist with various economic development activities.

Thorough knowledge in preparing a variety of complex and detailed reports and other types of correspondence.

Thorough knowledge in the use of standard office equipment and associated software.

Thorough knowledge of marketing principles and practices.

Skills in data collection and analysis and establishment of data bases about pertinent County statistics and demographics.

Skill in cultural diversity sensitivity and awareness.

Ability to plan, organize, and effectively develop industrial leads for the County including building consensus among diverse groups.

Ability to communicate effectively in oral and written form.

Ability to make arithmetic computations.

Ability to establish and maintain effective working relationships with industry and business executives and owners or representatives, public officials at the local, State and Federal levels, contractors, community leaders and organizations, other department heads, superiors and other employees.

Ability to analyze situations accurately and make correct recommendations for each industrial contact.

Physical Requirements

Must be able to physically perform the basic life operational functions of stooping, kneeling, crouching, reaching, sitting, standing, walking, lifting, fingering, grasping, seeing, talking, and hearing.

Must be able to perform sedentary work exerting up to 10 pounds of force occasionally to move objects.

Must possess the visual acuity to prepare and analyze written and computer data.

Desired Education and Experience

Graduation from a college or university with a Bachelor's degree in business administration, planning, economics, or related field and considerable professional experience in economic development and marketing, or an equivalent combination of education and experience.

Special Requirement

Possession of a valid North Carolina driver's license.

**CLOSING DATE: OPEN UNTIL FILLED**