

Director of Economic Development

General Definition of Work

Performs difficult professional and administrative work planning, developing, initiating and directing business and industrial development programs and services, assisting existing and potential businesses and industries, overseeing the preparation and maintenance of promotional materials, files and records, and related work as apparent or assigned. Work is performed under the general direction of the County Administrator. Departmental supervision is exercised over all personnel within the department.

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.

Essential Functions

Plans, organizes, directs and implements all economic development activities.

Initiates, develops and maintains programs to encourage businesses to locate, expand or remain in the County; markets industrial sites and buildings; develops and prepares marketing packages and provides tours.

Develops and coordinates financial incentive policies and programs along with other appropriate economic development practices.

Provides staff support to the Industrial Development Authority and various committees with duties including meeting coordination, agenda preparation, budgeting, project management, grant applications, management and administration and attends events.

Attends networking, educational and planning meetings; prepares and makes presentations.

Maintains County site information database and communicates property updates to regional and State departments.

Develops, maintains and updates the economic development strategic plan and tourism plan.

Meets with and surveys County businesses to obtain information and feedback regarding concerns and opportunities.

Serves as liaison and technical advisor to the local officials, representatives, schools, hospitals, existing business and business-related organizations, real estate and financial representatives and developers on matters regarding economic development issues, programs and plans.

Participates in associations, attend conferences/functions and pursue opportunities to develop and leverage a network of contacts for building business relationships.

Conducts research on market trends and how to develop and implement effective business recruitment strategies.

Conducts research on available economic development-related grants; prepares grant applications and manages grant awards to support and advance economic development programs and activities.

Prepares and administers the department budget; monitors expenditures.

Assists with the recruitment and selection of department staff; assigns, directs, trains, inspects and evaluates the performance of staff; recommends transfers, promotions, rewards, suspensions, demotions and terminations; coaches, counsels and disciplines staff; develops staff schedules.

Presents opportunities for new technology and/or cutting edge marketing strategies to current and potential businesses.

Prepares and presents periodic reports for the Board of Supervisors.

Participates in trade shows and marketing events.

Responds to questions and requests from the public regarding economic development programs and operations.

Knowledge, Skills and Abilities

Comprehensive knowledge of modern principles and practices of industrial development; comprehensive knowledge of the principles and practices of public and business administration; ability to attract industry and business for the

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municipality; ability to manage complex projects and to coordinate with multiple government and nongovernmental agencies and organizations; ability to plan, assign and coordinate the work programs of office and technical staff; ability to prepare clear and comprehensive financial, administrative and industrial reports; ability to communicate ideas clearly and concisely, both orally and in writing; ability to establish and maintain effective working relationships with local and State officials, engineers, developers, business community, media, associates and the general public.

Bachelor's degree with coursework in economic development, business administration, or related field and considerable experience in economic development activities and marketing, or equivalent combination of education and experience.

Physical Requirements

This work requires the occasional exertion of up to 10 pounds of force; work regularly requires speaking or hearing and using hands to finger, handle or feel, frequently requires standing, walking, sitting and repetitive motions and occasionally requires stooping, kneeling, crouching or crawling, reaching with hands and arms, pushing or pulling and lifting; work has standard vision requirements; vocal communication is required for expressing or exchanging ideas by means of the spoken word; hearing is required to perceive information at normal spoken word levels; work requires preparing and analyzing written or computer data, operating motor vehicles or equipment and observing general surroundings and activities; work occasionally requires exposure to outdoor weather conditions; work is generally in a moderately noisy location (e.g. business office, light traffic).

Special Requirements

Valid driver's license in the Commonwealth of Virginia.