

Economic Development Coordinator

Goochland County, Virginia, is seeking 2 full-time Economic Development Coordinators. One will primarily be focused on new business and the other will be focused on existing business, with the goal to cross-train each. Under the general supervision of the Deputy County Administrator, the ED Coordinators will serve as the County's primary liaison for business recruitment and development as well as managing the retention and expansion of existing businesses. The incumbents will develop, implement and manage an aggressive and comprehensive economic development program by planning, managing and executing marketing production, communications and analytical activities that directly support the Economic Development department and its' objectives. These positions require a focus on strategic marketing and the ability to build strong relationships with existing as well as new businesses.

Essential Functions:

- Manages the marketing efforts of the County, to include attracting, securing and retaining commercial and industrial development.
- Perform Market Research (i.e. Market Demands)
- Prepare and Certify Selected Sites as Shovel/Pad Ready
- Manage the Departments Social Media
- Facilitate Incentive Programming
- Ensures the preparation and review of all prospect proposals within strict deadlines
- Write Responses to Project Solicitations
- Monitors Business Vacancy Rates by Type of Business to Determine Any Strategies to meet or Exceed Targeted Ratios
- Develops and maintains relationships with local, state and national real estate network as well as with other local, regional and state economic development organizations
- Prepares and presents detailed material to a wide variety of organizations, businesses and County officials.

- Manages outreach activities to existing businesses, to include assistance with expansion plans, providing technical assistance, providing programs and seminars, and monitoring industry trends
- Manages working relationships with key personnel at the appropriate Federal, State and Regional offices
- Business Development Training
- Coordination of Existing and Needed Utility Assets
- Business Surveys
- Conducts personal visits to Goochland County businesses to assess business climate issues and concerns
- Research and Support Grants and Other Program Opportunities for Business Expansion and Sustainability
- Coordination of Annual Business Recognition Functions (Different Categories, Awards, Meals)
- Clerk/Secretary Support to EDA (i.e. Minutes, Budget, Bank Deposits, Meeting Coordination and Notices)
- Budget Maintenance and Development
- Monitor Changes and Projections Relative to Future Growth and Report Findings

- Existing Loan Administration
- Insurance and Risk Management Coordination

Shared Duties:

- Assistance with Economic Development Brand
- Manage Strategic Plan, Benchmarks, and Outcomes
- Understand and Represent Businesses Broadband Needs
- Evaluate Need for Business Incubator Space and Model
- Actively Engage with The Chamber
- Develop Entrepreneurial Culture
- Engage in Economic Development Professional Associations
- Work with Community Development staff on Policies and Procedures (i.e. Streamlining Processes)
- Monthly/Annual/Quarterly Reporting - Implement Analytics to Gauge Success
- Attend Workshops and Seminars
- Assess Current Marketing Collateral
- Update Website
- Manage the Department Mapping Operations
- Track Space Assets (i.e. Office and Warehouse Availability and Constraints)
- SWAM Engagement and Analysis
- Coordinate Press Releases and Educational Pieces on Goochland Business Climate and Opportunities
- Manage Market Awareness and Event Support
- Create and Maintain Appropriate Business Materials (i.e. Brochures, Newsletters)
- Assist with Annual Reporting Tracking and Development
- Manage Current Property/Structure Inventory
- Data Set Management (Analyze Economic and Demographic Data)
- Assist with AFID Grant Administration
- Assist with Business Outreach and Visitation
- Coordinate CEO Roundtable Meetings
- Coordinate Business Ambassador Program
- Assist with Workforce Development
- Assist Businesses with Navigating the County Planning Processes
- Coordinate Regional Marketing to Develop "Presence"
- Manage Partnerships with Educational Institutions
- Promote Development of Spec Locations
- Attend Marketing/Trade Missions and Shows
- Coordinate with Prospects
- Target New Prospects
- Outreach to Brokerage Firms/Development Companies/Property Owners
- Coordination with Virginia Department Economic Partnership
- Lead Generation
- Performs other duties as assigned

Knowledge, Skills, and Abilities:

Must be proficient with computers (i.e. MS Office Suite, Microsoft 365, desktop publishing, websites, and Photoshop) and with other department specific technology and systems including Chmura, VEDP, CoStar, JobsEQ, and SharePoint preferred. Proficient with website maintenance and industry-standard software used in website design, development and social media. Proficient in understanding of traditional and emerging marketing channels. Position requires excellent written and verbal communication skills, and excellent customer service skills. Basic understanding of economic development is preferred. Basic understanding with the latest trends, technologies and methodologies in web design, production, etc. is preferred. Must be detail-oriented and have the ability to work independently, to think creatively and innovatively, and to manage time effectively to achieve specific project objectives in a deadline-driven environment. Must be able to manage multiple projects in various stages. Must be able to establish and maintain effective working relationships with departmental staff, County staff, external clients, the commercial real estate and development community and department vendors. Additionally, must be able to work effectively with research and marketing staff at the Virginia Economic Development Partnership. Must be able to lift, stoop, climb stairs and ladders, and work under adverse weather conditions.

Education/Training

Bachelor's degree in economics, marketing, urban planning, business administration or related field required plus a minimum of three (3) years of related experience in marketing, economic development, building development process, real estate and/or community planning – OR - any equivalent combination of education, experience and/or training sufficient to demonstrate the knowledge, skills and abilities is acceptable. Valid Virginia Driver's License is required.

Additional Information

The starting salary range is \$58,000 - \$62,000. The position will be open until filled. An online Goochland County Employment Application must be completed for consideration and may be found at www.goochlandva.us/231/Employment-Opportunities. Background investigation, driving record check and pre-employment drug testing required. Goochland County is an Equal Opportunity Employer.