

SPOTSYLVANIA COUNTY
Department of Human Resources
9104 Courthouse Road, P.O. Box 605
Spotsylvania, VA 22553
(540) 507-7293

<http://www.spotsylvania.va.us>

**INVITES APPLICATIONS FOR THE POSITION OF:
Director of Economic Development**

An Equal Opportunity Employer

SALARY

\$90,439.00 - \$117,571.00 Annually

ISSUE DATE: 12/23/18

FINAL FILING DATE: 01/19/19

THE POSITION

Under minimal direct supervision, performs responsible administrative work in planning, directing and coordinating economic development programs within the County. Work involves encouraging the expansion of existing businesses; establishment of new businesses in the County; implementation of the County's Economic Development Strategic Plan; promoting attributes of the area; preparing reports and presentations concerning economic development activities; and maintaining a database of County resources. Employee must exercise considerable initiative and independent judgment in developing marketing strategies and associated materials. Employee must also exercise considerable tact, courtesy and professionalism in frequent contact with business representatives, government liaisons and the general public.

SPECIAL DUTIES & RESPONSIBILITIES

ESSENTIAL JOB FUNCTIONS

- Acts as the official business spokesperson for the County.
- Coordinates and directs the activities of personnel assigned to the Economic Development Department; reviews and evaluates employee's performance, selects new employees, and initiates disciplinary actions.
- Develops, plans, organizes and implements marketing strategies to encourage business to locate in Spotsylvania County; contacts and responds to prospect inquiries; ensures that expressed needs will be satisfied including local and state workforce services training, financial assistance, and technical support programs; and assists firms and individuals locate sites in the County.
- Promotes business development through personal contacts with community leaders, management officials of existing businesses, the commercial and industrial real estate community, area and state agencies, etc.

- Directs efforts to develop and maintain lists and catalogs of existing business development sites throughout the County.
- Directs the generation and distribution of promotional marketing material using various advertising media.
- Analyzes County growth, taxation of business and industry, cooperation in extending public utilities and general business climate.
- Coordinates with other County departments, especially Planning, Code Compliance and Utilities, to provide timely response to prospect inquiries and facilitate project review, approval and inspection.
- Prepares and monitors the Department's budget; secures funds and other resources and controls expenditures.
- Participates in regional economic development activities such as the Fredericksburg Regional Alliance.
- Travels locally, regionally, and throughout the United States to maintain the County's outreach program and encourage business expansion in or relocation to the County.
- Prepares industrial brochures for distribution to interested businesses and industrial firms.
- Develops plans to expand the supply of commercial and industrial sites and buildings.
- Directs the office in providing services, resources and programs to meet the evolving need for commercial growth revitalization and reinvestment throughout the County.
- Plans, formulates and recommends policies and programs which will further overall tourism objectives.
- Manages the County's Business Incentive Program, develops procedures and qualifications, negotiates with prospects, monitors performance and makes recommendations to the County Administrator, Economic Development Authority and Board of Supervisors.
- Serves as Secretary-Treasurer of the County's Economic Development Authority and acts as a direct liaison to companies seeking industrial revenue bond funding.
- Attends conferences, seminars, workshops, classes, lectures, etc., as appropriate, to enhance and maintain knowledge of trends and developments in the field of economic development; attends professional, civic, and social gatherings, as appropriate, to represent and promote interests of the County and to collect information pertinent to advancement of interests of the County.
- Promote and coordinate activities and resources involved in attraction, retention, and expansion of business investments, jobs, and County revenue.
- Manages special initiatives as assigned by County Administrator, particularly those characterized as unique, confidential, complex and time-sensitive.

- Maintains data, files, articles, and other records necessary for aggressive, efficient, and effective management of duties and responsibilities.
- Performs other related duties as required.

To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions herein described.

MINIMUM TRAINING & EXPERIENCE

Bachelor's Degree in Marketing, Economics, Communications, Business Administration, Public Administration and six (6) to nine (9) years of experience in marketing, real estate, economic development, public relations management, or a related field; or any equivalent combination of training and experience which provides the required skills, knowledge and abilities.

SPECIAL REQUIREMENTS Please submit a cover letter, resume and writing sample with a County application online at www.spotsylvania.va.us/careers