



PRINCE WILLIAM COUNTY GOVERNMENT
invites applications for the position of:

Director of Policy, Intelligence and Operations (Asst Director of Economic Dev for Business Dev)

An Equal Opportunity Employer

POSITION #: 21ED01

DEPARTMENT: ECONOMIC DEVELOPMENT

SALARY: \$90,000.00 - \$157,792.00 Annually

OPENING DATE: 12/30/20

CLOSING DATE: 01/13/21 11:59 PM

INTRODUCTION:

Join an exciting new effort to reposition Prince William County in the marketplace to attract new businesses, help existing business expand, assist in developing capacity skills for small businesses, and implementing exciting new redevelopment efforts. Seeking the most competent, creative, critical-thinkers that are passionate and fun professionals capable of grants management, policy & protocols, research, and data intelligence to incorporate into our marketing efforts to achieve desired outcomes.

ABOUT THIS ROLE:

The Director of Policy, Intelligence, and Operations is a new position and a highly visible opportunity in the Prince William Department of Economic Development (DED) which is a fast-paced, future-oriented team focused on strategically marketing Prince William County as a business location. The role offers an opportunity to be part of a talented group of professionals working in the areas of business attraction, retention, redevelopment and entrepreneurship.

DED utilizes Salesforce to collect and manage its company and project data and Hub Spot for its marketing platform. The Director of Policy, Intelligence, and Operations will develop an in-depth understanding of DED's processes and needs and will oversee the

implementation of Salesforce solutions to help target specific industries, generate and convert leads, market Prince William County, and track and measure economic development programs and incentive policies. The Director of Policy, Intelligence, and Operations will also oversee the day-to-day management of Prince Williams's economic development incentive grants, develop and oversee the implementation of grants management policies and protocols, lead efforts in evaluating and implementing new incentive programs, using research, data intelligence, and data visualization to tell the Prince William story in new and interesting techniques, and provide marketing support to the DED team. This position will be creating a team from the three direct reports of existing staff and encouraging teamwork and collaboration across the Department's administrative and operations support staff.

The preferred candidate will be a technically proficient, detailed-oriented team player with a thorough understanding of economic development and the role that data plays in guiding strategy and monitoring performance.

PREFERENCES: The ideal candidate should have experience in economic development policy, incentive management, public sector management, and implementation, market research intelligence and analytical techniques and programs, real estate site selection, familiarity of customer relationship management (CRM) software, and have very strong oral and written communication skills.

Minimum Education/ Experience Requirements:

- Sufficient project management experience;
- Not required, but direct experience in economic development and or real estate;
- Strong analytical and problem-solving skills;
- Experience analyzing company, real estate, and economic data;
- Experience with grants management and economic development incentive best practices;
- Public speaking/presentation experience;
- Expertise in data management and tools;
- Knowledge of and uses research and databases effectively to engage targeted customers and refine marketing messages.
- Experience with data reporting and visualization;
- Knowledge with Salesforce and Hubspot;
- Successful experience working in a fast- paced sales and/or customer service position;
- Ability to develop a strong team environment to achieve focused and established goals;
- Excellent project management skills and managing vendor contracts;
- Experience developing a program with measured outcomes and tracking and reporting KPI's.
- And, strong desire and drive to bring new ideas into the organization and to foster an atmosphere of continuous improvement

A Bachelor's degree in Economics, Public Policy, Real Estate Development, Business Administration, or Urban Planning or other closely related field plus five years of professional experience in economic development, policy, research, project management, and/or grants management.

SCHEDULE REQUIREMENTS: The Departments normal working hours are Monday through Friday, 8am to 5pm. Some evening events or meetings may be required often. Teleworking and hoteling will be available.

To view the full job announcement and apply online click on the following link:
[DPIO](#)

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