



Photo by Gene Runion

Nestled in the Piedmont foothills southeast of Charlottesville, Fluvanna's agricultural past continues to be evident in its rural charm. Formed in 1777 and named for a river, Fluvanna offers much to those looking to make Fluvanna home. For the outdoor enthusiast, three rivers, the James, Rivanna, & Hardware, provide fishing and paddling. The county-owned and operated, 900-acre Pleasant Grove Park has a little bit for everyone: 22 miles of trails for hikers, bikers, runners, & horses; a dog park; a sandy beach along the Rivanna; a disc-golf course, and numerous sports fields. Those seeking arts and cultural experiences will enjoy the close proximity to Charlottesville and Richmond, with Washington, D.C. a quick two and a half hours north of the County.

A variety of educational opportunities are available to Fluvanna residents, from world-class institutions of higher education in Charlottesville and Richmond, as well as public and private K-12 offerings within the county. Fluvanna County Public Schools are consistently highly-ranked and have enjoyed full accreditation for several consecutive years.

Fluvanna is strong in community spirit and we invite you to experience it with us.



Thank you for considering the County of Fluvanna.

DIRECTOR OF ECONOMIC DEVELOPMENT

The County of Fluvanna seeks exceptional applicants to serve as Director of Economic Development. This senior leadership position reports directly to the County Administrator and serves as the County's primary liaison for business recruitment, development, and expansion. This role is focused on increasing the County's business base, employment opportunities, and future revenues. The incumbent performs professional and responsible administrative work developing and administering County economic development activities, and other related work as required.

The essential function of this position is to develop, implement, and manage an aggressive and comprehensive economic development program in order to diversify and grow the County's business base, job market, and tax base. The position requires a focus on strategic marketing, and the ability to nurture and maintain strong relationships with both existing and prospective businesses, with a strong emphasis on developing new commerce.



THE DEPARTMENT

As Director of Economic Development, the successful candidate will lead a program that continues to grow along with the Fluvanna business community. Despite the challenges of living through a pandemic, the Fluvanna Economic Development Office has proven to be a flexible, responsive partner to Fluvanna businesses during COVID-19. Among these supportive endeavors: businesses and non-profits in the county were supported by grants made possible by CARES Act Funds; Fluvanna County was the top rural county in the region for counseling at the Central Virginia Small Business Development Center; using grants funds, the Fluvanna County Economic Development Authority helped propel minority-owned businesses through entrepreneur classes at the Community Investment Collaborative.

The Director of Economic Development enjoys a collaborative relationship with local and regional organizations. The Director serves as liaison to the Fluvanna County Economic Development Authority (EDA) and the Fluvanna County Chamber of Commerce and provides guidance and support for the Economic Development and Tourism Advisory Council (EDTAC).

Despite the challenges posed by COVID-19, the Fluvanna Economic Development Office had a strong year, punctuated by two major economic development announcements by the Commonwealth. In October 2020, Governor Northam announced that Silk City Printing, LLC would relocate its corporate headquarters from Paterson, New Jersey, to the county, adding 93 jobs and investing \$5.7 million to establish a screen print operation. A second announcement in May 2021 announced the arrival of Stewart Tool Company, Inc., a California-based prototype-to-production manufacturer, who will establish its first east coast operation in Fluvanna County, with an investment of \$9.1 million, providing 22 new jobs for the County. Additionally, in 2021, the Board of Supervisors moved forward with plans to create a county-owned, 133 acre business park in the Fork Union area.

EDUCATION AND EXPERIENCE

Four-year degree specializing in economic development, community planning, business administration/public administration, marketing, or other closely related field from an accredited college. Master's Degree is preferred.

Minimum of five (5) years of experience related to economic development, community business development, or marketing. Certified Economic Developer (CEeD) credentials preferred. Any equivalent combination of experience and education that will allow the applicant to satisfactorily perform the duties of the job may be considered when filling the position.

WORKING CONDITIONS AND PHYSICAL REQUIREMENTS

Office environment exposure to computer screens; sitting for prolonged periods of time. • Must have ability to occasionally lift, push/pull, and hold/carry 30 pounds. • Must have the ability to frequently stand and sit, and occasionally walk over flat and uneven terrain. • Must be available to work some weekends and evenings for presentations, training, and meetings. • Must possess an appropriate driver's license valid in the Commonwealth of Virginia. • Local travel is required for meetings and presentations. • Work involves considerable public contact, occasionally regarding sensitive issues requiring judgement, firmness, and tact.



Pleasant Grove Museum and Park. Photo by Robert Kenward

KNOWLEDGE, SKILLS AND ABILITIES:

Knowledge of:

- Modern principles and practices of business and economic development, and tourism.
- Laws, ordinances and structural considerations relating to County government.
- Business and industry location strategies, and facility, logistics, financial, labor, and business service needs.
- Effective economic development programs and the proven ability to plan, develop, and implement strategic business plans.

Skills in:

- Communication and professional relationship-building.
- Writing clear and concise directives, reports, memoranda and letters.
- Preparing and delivering presentations in a variety of settings to elected officials, senior executives, and other stakeholders, as well as the general public.
- Operating common office equipment including personal computers and copiers.
- Preparing comprehensive reports, correspondence, and plans involving detail, statistical and other data, or instructions.

Ability to:

- Manage projects independently.
- Utilize cost/benefit analyses in decision-making.
- Prepare clear and comprehensive financial and administrative reports.
- Communicate ideas clearly and concisely, both orally and in writing.
- Establish and maintain effective working relationships with County and State officials, associates and the general public.
- Analyze complex problems and develop goal-oriented solutions.

ESSENTIAL FUNCTIONS

- Plans, organizes, and manages the operations of the Economic Development Department, including annual budget recommendation.
- Serves as primary County contact for persons inquiring or requesting business development or tourism assistance and information.
- Promotes, communicates and reinforces the Board of Supervisors' goals and objectives to create growth and enhance the community.
- Develops, recommends, and implements effective strategies, plans, and programs for economic growth within the County.
- Administers, supervises, and monitors community and economic development activities, property inventories, and projects.
- Conducts tax and public benefits analyses for economic development.
- Analyzes both short-term and long-term opportunities and constraints facing the local economy.
- Identifies and promotes resources and opportunities for growth including the attraction of new commercial and industrial investment and infrastructure.
- Prepares and maintains information on utilities, taxes, zoning, transportation, community services, demographics, and other data sheets and topics related to marketing the community for economic development.
- Leads retention strategies and tactics focused on encouraging a healthy and stable business environment for the existing business base.
- Coordinates and develops initiatives and collaborates with existing local and regional programs to advance a career training strategy.
- Manages the content of the Economic Development pages on the Fluvanna County website.
- Assists with the creation and execution of marketing and public relations activities (website, print, social media, and others).
- Coordinates business events, meetings, trainings, and business appreciation events.
- Delivers presentations to County officials, prospective business owners, and the general public.
- Conducts site visits for prospective investor clients.
- Cooperates and coordinates with other local, regional and state economic development partners including the Virginia Economic Development Partnership, Central Virginia Partnership for Economic Development, Central Virginia Small Business Development Center, Fluvanna County Economic Development Authority, Fluvanna County Planning Commission, Virginia Department of Housing and Community Development, educational institutions, and business leaders, among others.
- Participates in state and regional economic development and tourism meetings/conferences, and attends selected workshops and seminars to maintain proficiency in areas of responsibility.
- Attends and participates in meetings as required by specific Boards and Commissions.
- Serves as liaison to Economic Development Authority and Chamber of Commerce.
- Along with the Director of Parks & Recreation, supports and guides the County's Economic Development and Tourism Advisory Council (EDTAC).
- Manages staff or interns, and oversees their professional development to add value to the Economic Development Department.
- Performs work in a confidential manner.
- Performs related tasks as required, and other duties as assigned.

TOTAL REWARDS - COMPENSATION AND BENEFITS

- Salary – Compensation System that incorporates market considerations
- Retirement – participation in the Virginia Retirement System (VRS)
- Insurance Benefits for Health, Vision, and Dental through Anthem– The Local Choice
- County-paid Life Insurance
- Holidays / Leave
 - 12 Days of Holiday Leave (County Holiday Schedule follows the Commonwealth of Virginia Holiday Schedule)
 - 12 Days of Annual Leave (*increases with continuous years of service*)
 - 96 Hours Sick Leave
 - Other types of paid leave such as Inclement Weather, Jury Duty, and other types of Administrative leave.
- Supportive of work-life balance
- Free parking
- Annual Employee Recognition Dinner and Awards
- Department-level recognition programs
- Learning and Earn Program
- Wellness programs year round to stay healthy and well
- Qualifying employer for the Federal Public Service Loan Forgiveness Program



COMPENSATION AND BENEFITS:

Expected Hiring range \$67,537—\$77,667 depending on education and experience.

Excellent benefits including vacation and sick leave, health insurance options and Virginia Retirement System benefits. This is a full time, FLSA Exempt position.

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HOW TO APPLY: Submit cover letter, resume, and County application to jobs@fluvannacounty.org. Applications are available at the county website, www.fluvannacounty.org/hr/jobs

QUESTIONS? Contact Donna Snow

Phone: 434-591-1919

Email: dsnow@fluvannacounty.org