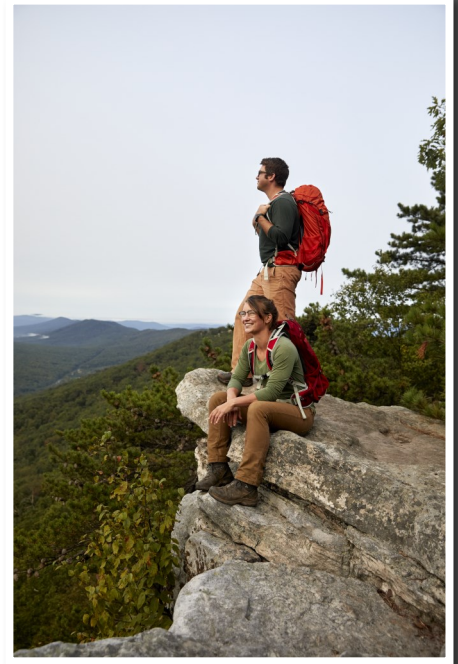
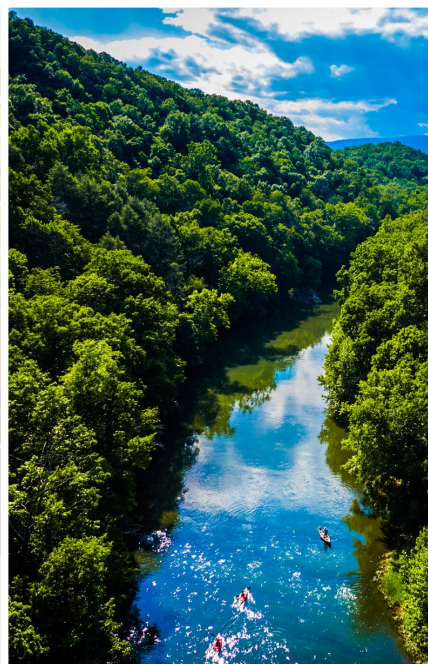


Shenandoah County

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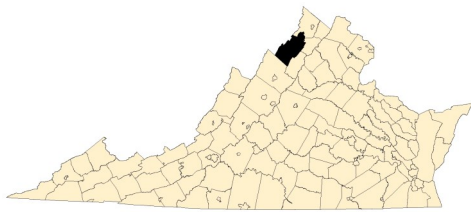
Recruitment *for* **Business Retention & Expansion Coordinator**



600 North Main Street, Suite 102
Woodstock, Virginia 22664
www.shenandoahcountyva.us

Our Community

Situated in the scenic northern Shenandoah Valley of Virginia, Shenandoah County is 34 miles long, an average of 16 miles wide, and contains a land area of 512 square miles. Shenandoah County, formed May 15, 1772, is home to six incorporated towns —Edinburg, Mount Jackson, New Market, Strasburg, Toms Brook, and Woodstock — as well as over 100 unincorporated communities. Shenandoah County is served by the parallel routes of the Old Valley Pike (U.S. Route 11) and Interstate I-81, which run its length, and the I-81 intersection with I-66, which runs east to Washington, D.C. is just a short distance north of the County line.



With over 26% of the County covered in National Forest, including over 178 miles of trails and 30 miles of streams feeding the Shenandoah River, Shenandoah County has an abundance of diverse outdoor recreational amenities and attractions. Shenandoah County is also steeped rich in history with many community museums, battlefields, and historic sites located throughout the County. Shenandoah County also has an expansive array of restaurants, wineries, breweries, and cideries as well as farms, markets, shops, and country stores.

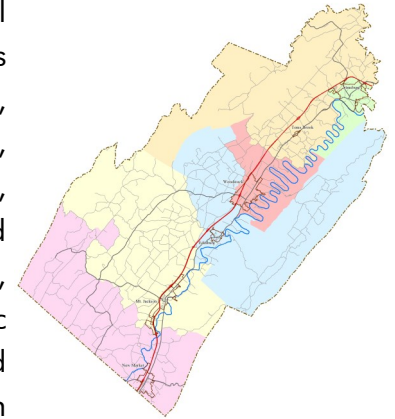
Shenandoah County has a 2020 population of approximately 44,200 residents, the median age is 44.7, and the per capita personal income is \$46,680.

Our Organization

Shenandoah County operates under the traditional Board-Administrator form of government. The County has six magisterial districts with each district represented by an elected Board of Supervisor member. The six-member Board appoints the County Administrator.



Shenandoah County provides a wide range of services to residents and businesses, including public safety, education, judicial administration, parks and recreation, library, solid waste, water and sewer, planning, zoning, and building safety, tourism, economic development, and health and human services.



Our Department

The Business Retention & Expansion Specialist is a newly created position that will serve as an integral member of the Tourism & Economic Development Department, helping to foster relationships with area stakeholders and local businesses. The need for this position transpired as a result of our Economic Development Strategic Plan, which was adopted in late 2019 and emphasized the importance of supporting our existing business community since studies show that approximately 80% of new jobs and investment come from existing businesses.

The Business Retention & Expansion Specialist will work closely with the Director of Tourism & Economic Development to craft a strategy for supporting businesses within Shenandoah County.



The ideal candidate will demonstrate the ability to make sound, ethical decisions displaying a heightened level of responsibility, confidentiality, integrity, and professionalism. As a liaison with the business community, the successful candidate will model behaviors expected throughout the organization including embracing excellent customer service while maintaining confidentiality with sensitive business information.

Experience with workforce development and economic development and/or business is encouraged but not required.

Our Ideal Candidate

The Business Retention & Expansion Specialist is an essential member of the County's Tourism & Economic Development team reporting to the Director of Tourism & Economic Development. The position serves as a liaison between the business community and County Government and uses information gathered through meetings with businesses to make recommendations related to Tourism & Economic Development projects and County policies.

The ideal candidate will be highly motivated and collaborative while demonstrating superb customer service, listening, and communication skills. The successful candidate will be dedicated to serving our community and pursuing innovative and thoughtful solutions to the challenges facing our local businesses and industries. The successful candidate will also be a team player, working collaboratively with other partners in Economic Development, including other regional economic development officials, town staff, private property owners, developers, educators, utility companies, etc.

Given the small size of our department, the successful candidate will be detail-oriented and highly organized with the ability to prioritize tasks and follow through on deliverables that support our department's strategic initiatives and positively impact the community.



Key Initiatives

- As part of its efforts to enhance business retention & expansion, the County will be expanding its outreach to different business sectors within the community including small businesses and professional services.
- Build upon the existing Worlds of Work event, a collaboration between educators, economic development officials, and private businesses to expose middle school students to potential career paths and job opportunities within the Northern Shenandoah Valley.
- Develop a collaborative approach to workforce attraction and retention and workforce development providing our businesses access to a skilled workforce to adequately support the number and types of jobs available throughout the County and region.
- Develop a new Economic Development website for the County highlighting our available sites, and economic development programs, and streamlining the process for doing business in the County.



The Position

Education and Experience

Any combination of education and experience equivalent to graduation from an accredited college or university with major work in economics, business administration, public administration, communications, or related field and relevant experience in economic development, business assistance, or related field.

Knowledge, Skills, and Abilities

Thorough knowledge of principles and practices of economic development, specifically business retention and related areas; ability to establish and maintain effective working relationships with public officials, business community, and citizens; strong and effective customer service and communication skills; demonstrated ability to communicate information clearly, both orally and in writing; ability to effectively deliver presentations to a diverse groups of stakeholders; ability to work independently; ability to analyze and interpret complex information and develop detailed reports; thorough knowledge of Microsoft Office and Adobe software; strong analytical skills; general knowledge of website and social media maintenance through content management systems.

Essential Function and Tasks

- Coordinates activities to support existing business in the County
- Interacts with economic development organizations, civic groups, as well as local, regional, and state agencies
- Along with the Director, plans, organizes and performs business visitation program to include regular communication and on-site personal visits and interviews with business and property owners to assess business and development concerns and opportunities
- Maintains ongoing relationships with economic development partners



- Develops and maintains a database of existing businesses within Shenandoah County and potential business prospects
- Advises management about development obstacles as well as growth and expansion opportunities and provides business assistance program information. Acts as a liaison and facilitates communication between the businesses and County departments, including the Department of Community Development, and other agencies
- Develops and distributes relevant marketing materials and information to the business community
- Provides support to regional workforce development programs such as the Workforce Initiative Board and its events, such as Manufacturing Week and Employer Expo, and to the Worlds of Work event
- Develops, recommends, and implements economic development programming to include target industry roundtables and workforce development opportunities
- Analyzes findings from visitation program and industry roundtables to seek solutions to common business challenges
- Coordinates and implements programs to serve small businesses, entrepreneurs, and industrial businesses
- Develops and maintains a database to track leads; inventories any shortcomings from prospects that locate elsewhere



Essential Function and Tasks—Continued

- Performs administrative tasks related to office operations
- Performs staff support services as directed in support of the Industrial Development Authority of Shenandoah County and related advisory boards and commissions of Shenandoah County
- Compiles and maintains current data on industrial and commercial locations and characteristics of the County, including available sites and buildings and coordinates with other county departments, regional partners, and state agencies to maintain information on transportation, labor market, utilities, and socio-economic conditions and related information
- Assists in preparation of grants, Requests for Proposals (RFPs), incentive programs, and financial analyses
- Assists in the preparation of proposals and information for investment prospects including site selectors, corporate real estate, and economic development partners
- Coordinates the implementation of marketing and promotion plans designed to attract industry, commercial development, workforce and tourists
- Attends and contributes to meetings of various economic development and tourism-related functions as a representative of the department and County
- Maintains accurate and up-to-date information on the County's tourism & economic development websites and social media platforms
- Coordinates activities with the towns located within Shenandoah County
- Assists with the development of programs that will strengthen the skills of local workforce
- Performs related tasks as required.

(See Full Position Description)



Compensation & Benefits

Shenandoah County offers an excellent benefits package, including medical, vision, and dental insurance with employer contribution, participation in the Virginia Retirement System, employer-paid group life insurance, vacation and sick leave, paid holidays, and continuing professional development and educational opportunities.

The Business Retention & Expansion Specialists is at -will, full-time with some evening commitments. The position is an FLSA-exempt position on Grade 20 of the County's Pay Plan. The full annual pay range for this position is \$49,771 — \$73,886, commensurate with qualifications and experience and internal equity.

Application Process & Timeline

The complete position description and application are available online at www.shenandoahcountyva.us or at the Shenandoah County Government Center located at 600 North Main Street, Suite 102, Woodstock, Virginia 22664. Qualified applicants should submit a complete application, cover letter, and resume to:

Shenandoah County Human Resources
600 North Main Street, Suite 102
Woodstock, Virginia 22664
540-459-1822
jobs@shenandoahcountyva.us

This position is open until filled with a first review of applications on Friday, May 27, 2022.

The successful candidate must pass a pre-employment, post-offer drug screening and background check.

*Shenandoah County is an Equal
Opportunity Employer*

**Thank you for considering
Shenandoah County!**

BUSINESS RETENTION & EXPANSION COORDINATOR

GENERAL DEFINITION AND CONDITIONS OF WORK:

Performs complex professional and administrative work related to promoting business growth, marketing, and economic development services within and for Shenandoah County. Work requires the exercise of independent discretion and judgment and is performed under the general supervision of the Director of Tourism & Economic Development.

ESSENTIAL FUNCTIONS/TYPICAL TASKS:

Develops, coordinates, and implements economic development activities and programs related to business retention and expansion efforts; communicates with existing businesses and the broader community; ensures compliance with applicable rules and regulations; and maintains records and files.

- Coordinates activities to support existing industry and business in the County;
- Interacts with economic development organizations, civic groups, as well as local, regional, and state agencies;
- Along with the Director, plans, organizes and performs business visitation program to include regular communication and on-site personal visits and interviews with business and property owners to assess business and development concerns and opportunities;
- Maintains ongoing relationships with economic development partners;
- Develops and maintains a database of existing businesses within Shenandoah County and potential business prospects;
- Advises management about development obstacles, as well as growth and expansion opportunities, and provides business assistance program information. Acts as a liaison and facilitates communication between the businesses and County departments and other agencies;
- Develops and distributes relevant marketing materials and information to the business community;
- Provides support to regional workforce development programs, such as the Workforce Initiative Board and its events, such as Manufacturing Week and Employer Expo, and to the Worlds of Work event;
- Develops, recommends, and implements economic development programming to include target industry roundtables and workforce development opportunities;
- Analyzes findings from visitation program and industry roundtables to seek solutions to common business challenges;
- Coordinates and implements programs to serve small businesses, entrepreneurs, and industrial businesses;
- Develops and maintains a database to track leads; and inventories any shortcomings from prospects that locate elsewhere;
- Performs administrative tasks related to office operations;
- Performs staff support services as directed in support of the Industrial Development Authority of Shenandoah County and related advisory boards and commissions of Shenandoah County;
- Compiles and maintains current data on industrial and commercial locations and characteristics of the County, including available sites and buildings, and coordinates with other county departments, regional partners, and state agencies to maintain information on transportation, labor market, utilities, and socio-economic conditions, and related information;
- Assists in preparation of grants, Requests for Proposals (RFPs), incentive programs, and financial analyses;
- Assists in the preparation of proposals and information for investment prospects, including site selectors, corporate real estate, and economic development partners;
- Coordinates the implementation of marketing and promotion plans designed to attract industry, commercial development, workforce, and tourists;
- Attends and contributes to meetings of various economic development and tourism-related functions as a representative of the department and County;
- Maintains accurate and up-to-date information on the County's tourism & economic development websites and social media platforms;
- Coordinates activities with the towns located within Shenandoah County;
- Assists with the development of programs that will strengthen the skills of local workforce; and
- Performs related tasks as required.

KNOWLEDGE, SKILLS AND ABILITIES:

Thorough demonstrable knowledge of customer service skills and effective communication; general knowledge of principles and practices of economic development, specifically business retention and related areas; ability to establish and maintain effective working relationships with public officials, business community, and citizens; demonstrated ability to communicate information clearly, both orally and in writing; ability to effectively deliver presentations to a diverse groups of stakeholders; ability to work independently; ability to analyze and interpret complex information and develop detailed

This is a class description and not an individualized job specification. The class description defines the general character and scope of duties, responsibilities, and requirements of all positions in one job classification, but is not all inclusive or totally restrictive. Reasonably related duties and responsibilities may be assigned as necessary at the discretion of management. Employees will be immediately notified of any changes. Reasonable accommodations will be made to enable qualified individuals with a disability to perform the essential functions.

reports; thorough knowledge of Microsoft Office and Adobe software; strong analytical skills; general knowledge of website and social media maintenance through content management systems.

EDUCATION AND EXPERIENCE:

Any combination of education and experience equivalent to graduation from an accredited college or university with major work in economics, business administration, public administration, communications, or related field and relevant experience in economic development, business assistance, or related field.

SPECIAL REQUIREMENTS:

Must have a valid U.S. driver's license. Work is primarily performed in the Tourism & Economic Development Office. Some travel is involved by automobile to various locations generally within the County and State; however, out-of-state travel may be required to meet with business or industrial clients.

PHYSICAL REQUIREMENTS:

This is sedentary work requiring the exertion of up to 10 pounds of forces occasionally and a negligible amount of force frequently or constantly to move objects; work requires fingering, and grasping; 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; visual acuity is required for preparing and analyzing written or computer data, determining the accuracy and thoroughness of work, and observing general surroundings and activities; the worker is subject to inside and outside environmental conditions.