



Prince William County Government

Deputy Director of Economic Development

SALARY	\$125,541.00 - \$200,850.00 Annually	LOCATION	Haymarket/Gainesville, VA
JOB TYPE	Full-Time (PF)	JOB NUMBER	202408250
DEPARTMENT	ECONOMIC DEVELOPMENT	OPENING DATE	07/17/2023
CLOSING DATE	8/7/2023 11:59 PM Eastern	GRADE	D72

Join an exciting organization that is building momentum as it repositions Prince William County in the marketplace to attract new businesses, help existing businesses expand, assist in developing capacity skills for small businesses and entrepreneurs, and implement exciting new redevelopment efforts. Seeking the most competent, creative, critical thinkers that are passionate professionals to develop and implement business development strategies to increase jobs and investment to achieve desired outcomes.

About This Role:

The Deputy Director position is 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 premier business location. The role offers an opportunity to be part of a talented group of professionals working in the areas of business attraction, retention and expansion, redevelopment, small business, and high-tech entrepreneurship.

Strategic Advisor:

- The Deputy Director is the second in charge of the department, providing support and recommendations to the Executive Director on policy, strategic direction, and personnel development.
- The Deputy develops strategic plans to grow targeted sector jobs and investment in the County and collaborates with the direct reports to develop and implement tactics to achieve the goals of the strategic plan.
- The Deputy is a key player in preparing items and briefings for the Board of County Supervisors and may have direct contact with Supervisors and their staff as part of the agenda preparation and briefing process.
- The Deputy acts as Department Head in the Executive Director's absence.

Business Development Portfolio - This position provides overall guidance, mentorship, and support to direct reports focused on the following programs:

- Business Attraction & Expansion- Primary focus to include the attracting, securing, and retaining of commercial and industrial development to increase the tax base.
- Small Business Development – Build capacity for small businesses development by developing new programs, identifying resources and tools, and creating a small business success network community, with a special emphasis on partnerships and programs for historically under-represented business owners.
- High-Tech Entrepreneurship – Build a high-tech entrepreneurial ecosystem focused on the County's targeted industries.
- Redevelopment and Revitalization – Primary focus is to catalyze new investment in County's targeted redevelopment areas, small area plans, opportunity zones, HUB Zones, and other similar areas by creating real estate opportunities and partnerships.

- Workforce Services – Work with existing workforce development and service providers and partners to assist existing and new businesses in attracting and retaining a qualified workforce.
- Oversee and direct process improvement for client movement between these programs; create reporting mechanisms and protocols for pipeline and projects; constant focus on ways for programs to work seamlessly together to serve all types of businesses and property owners.

Lead Generation:

- The Deputy will work with Marketing and Research functions to develop an annual strategy and plan to increase overall deal flow for department's prospect pipeline.
- The Deputy will prioritize trade shows, conferences, marketing missions, and broker and site selector engagement based on a measured ROI.
- Site selectors and commercial brokers are another of the Departments key customers that the Deputy has responsibility for building and maintaining relationships.
- The Deputy will work with direct reports to convert leads into qualified prospects.

External Stakeholder & Interagency Coordination:

- The Deputy will coordinate with external partners and stakeholders to successfully implement projects and programs to achieve desired outcomes.
- The Deputy will also represent the Department and be highly visible within the Washington, DC business community when the Executive Director is not available.
- This leadership position is responsible for ensuring collaboration and coordination across all business development functions within the Department, other County Departments, and outside stakeholders and partners.
- The Deputy will work with external vendors and contractors to implement the strategies identified in the overall workplan.
- The Deputy oversees all business development functions to ensure the highest level of customer service and accountability is provided in these client interactions.

Resource Management & Allocation:

- Provide leadership to assigned department staff, prioritizing, and assigning work, providing guidance and expertise across programmatic areas, and managing resources to ensure adequate staffing levels.
- Ensure assigned staff follow policies and procedures, conduct performance evaluations, and encourage professional development training for continuous improvement.
- Develop and administer program budgets and manage financial operations of programmatic areas.

Starting Salary Range: \$125,541.00 - \$163,195.50

Learn more about the Prince William County Department of Economic Development at [PWCED](#).

APPLICATION PROCESS:

The deadline is August 7, 2023. To be considered, please attach your cover letter and resume to your application at: [PWCJOBS](#).

Prince William County is an Equal Opportunity Employer.