

## **ECONOMIC DEVELOPMENT DIRECTOR**

### General Statement of Duties

Performs all duties to include business recruitment and retention for economic and industrial development along with tourism programs within the County.

### Distinguishing Features of the Class

An employee in this class performs duties directing the economic development program for the County which includes the promotion of tourism that is a component of economic development. Work involves encouraging the expansion of existing industries, the establishment of new industries in the County for the purpose of creating jobs, economic opportunities and increasing County revenues through new investments. The Director is required to have a broad knowledge of County operations, available resources and the needs of industry and business. The director coordinates a variety of resources to make available infrastructure to new businesses and promotes the County with an effective image to attract new industry. The director works with a broad scope of contacts in establishing recruitment efforts and coordinating resources. Employee is also responsible for assisting existing industry and businesses in obtaining infrastructure support and staffing, promoting attributes of the area, and maintaining a database of County resources. Director is also responsible for the administrative functions of the department that include budget preparation, fiscal control, reporting and daily operations. Work is performed under supervision the County Manager and is evaluated by the expansion of new investment for the County and overall effectiveness of the Economic Development Program.

### Duties and Responsibilities

#### Essential Duties and Tasks

Develops programs to attract new industry and business to County; receives inquiries from business representatives, manufacturers and others interested in establishing or expanding operations in County, and provides information relating to suitability of County for expressed needs; assists industrial realtors in providing information about clients; arranges and/or conducts tours of County facilities and real estate available for industrial use.

Assists existing industries and businesses in County with problems and concerns pertaining to infrastructure support and manpower availability, contacting County, state and federal agencies to provide available assistance as appropriate.

Collects and maintains a variety of demographic, geographical and economic data and databases about County; investigates labor supply, transportation, utilities, machinery, financing and other requirements for establishment of new industry; photographs available sites and/or facilities; prepares and continually updates technical reports, brochures, news releases; etc., used in publicizing the advantages of locating in County.

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Makes recommendations to the Board of County Commissioners concerning capital improvements for the County, and expansion and attraction of business and industry; recommends obtaining options on land as possible industrial sites, as appropriate.

Serves as coordinator for, or participant in, community and regional economic development committees and boards, providing input and advice based on expertise and/or observations; participates in activities of such groups as appropriate to promote interests of County.

Confers with representatives of County and non-county firms and explains the advantages of locating new or expanded facilities in the County; advises North Carolina Department of Commerce of County's available resources.

Attends seminars, conferences, workshops, classes, lectures, etc., as appropriate, to enhance and maintain knowledge of trends and developments in the field of industrial development and promotion; reviews professional journals, attends association and professional meetings, and otherwise maintains contacts with industrial and business professionals to facilitate exchange of information.

Develops vision for economic growth and provides the budget proposals for industrial development programs, and administers approved budgets.

Assigns, directs and supervises activities of administrative support staff, ensuring adherence to established policies, procedures and standards; assists and advises subordinate, as necessary, resolving problems as non-routine situations arise.

Manages special projects at the discretion of the County Board of Commissioners.

### **Additional Job Duties**

Performs other related work as required.

### **Recruitment and Selection Guidelines**

#### **Knowledges, Skills and Abilities**

Considerable knowledge of the methods and techniques used in business solicitation and industrial promotion.

Considerable knowledge of the available resources of the County.

Considerable knowledge of the resources available to assist industries at the county, state and federal levels.

Considerable knowledge of general management and business organization principles and practices.

Considerable knowledge of the local and regional travel and tourism industry.

Ability to use common computer applications such as Microsoft Work, Excel, Powerpoint and the internet.

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Ability to exercise considerable independent judgment and discretion in establishing, applying and interpreting policies and procedures.

Ability to gather, analyze and interpret industrial and economic data and to make sound recommendations based on the information.

Ability to develop effective promotional material for the County.

Ability to effectively express ideas orally and in writing.

Ability to make oral presentations before large groups of people.

Ability to work in a consulting capacity and exercise leadership in contact with a variety of public, industrial and business officials at various levels of authority and influence.

Ability to establish and maintain effective working relationships as necessitated by work assignments.

### **Physical Requirements**

Must be able to perform the basic life operational skills of fingering, talking, hearing, and repetitive motions.

Must be able to perform sedentary work, exerting up to 10 pounds of force occasionally, and/or a negligible amount of force frequently or constantly to move objects.

Must possess the visual acuity to prepare and analyze data and figures, perform accounting tasks, operate a computer terminal, and do extensive fiscal research and reading.

### **Desirable Education and Experience**

Bachelor's degree in business administration, marketing or a related field, and considerable experience in business, industrial development planning, or a related field; or any equivalent combination of training and experience which provides the required knowledge, skills and abilities. Professional certifications are not a requirement for this position. Knowledge and experience in obtaining economic development and tourism grants are preferred.

### **Special Requirements**

Possession of a valid driver's license.

**Special Note:** This generic class description gives an overview of the job class, its essential job functions, and recommended job requirements. However, for each individual position assigned to this class, there is available a completed job questionnaire with a physical abilities checklist, which can give, further details about that one specific position. Those documents should be reviewed before initiating a selection process. They can provide additional detailed information on which to base various personnel actions and can assist management in making legal and defensible personnel decisions.

**STARTING ANNUAL SALARY: Salary: \$53,786.20 (commensurate with experience)**

**Deadline for application: Open Until Filled**

County Applications can be mailed or delivered to: County Manager Richard D. Morris  
– Stokes County, PO Box 20, Danbury, NC 27016

For more information concerning the duties, contact Personnel Officer Darlene Bullins -  
(336-593-2448)

**“STOKES COUNTY IS AN EQUAL OPPORTUNITY EMPLOYER”**

**Special Notification :** Effective November 9, 2009, Applicants who are requested to interview for a county position shall be required to submit a certified copy of a criminal record check from all counties in which they have lived for the previous five years. Criminal record check shall be submitted two business days prior to the scheduled interview date or before any offer of employment. A criminal record check can be obtained from the County Clerk of Court's Office in each county in which you resided in during the previous five years.