Economic Development Director

General Statement of Duties

Franklin County is seeking a dynamic Economic Development Director to advance the organization's economic development program. This position offers the opportunity to lead the recruitment and business development efforts for Franklin County, a very successful community located in the Research Triangle Park area. An employee in this class consults with County leadership, local officials, community leaders, and industry executives for the purpose of promoting the commercial and industrial growth through expansion and retention of the existing industrial base and attraction of new business into the County. Duties include development of media, publications and marketing materials based on data and statistics which portray the economic potential of the County; identification of prospective industries; and maintaining proper records, reports, and public information for the program. Work requires considerable planning and timely execution of work. Decisions must be made quickly with accuracy when dealing with the development opportunities and industrial management teams. Employee must exercise independent judgment and simultaneously must consider financial, socio-economic, legal, and regulatory variables that affect the County. Embraces the Mission, Vision, Values and Goals as set by the organization and specifically identified for accomplishment in this position. Work is performed under the general direction of the County Manager and in collaboration with the Economic Development Commission and is evaluated through conferences, reports, and results.

Duties and Responsibilities

Essential Duties and Tasks

Communicates with County management and leadership to formulate strategy and develop goals to advance economic development throughout the County and identify target industries and businesses.

Coordinates with identified county departments to ensure that current information and presentations are available to promote the County's economic development climate.

Maintains contact with state industrial developers, community leaders, utilities and representatives of businesses and industry, Legislators, and other identified contacts to ensure that opportunities and projects are managed effectively.

Serves as an initial contact for potential industries and businesses considering new location or expansion; shows sites and arranges meetings with local officials; researches land and coordinates contacts for the property; serves as liaison during plant or facility construction; investigates labor supply, utilities, and works with various groups to ensure the availability of an adequate, well-trained workforce for industrial concerns.

Develops marketing tools for the economic development of the County including brochures, flyers, booklets, and ads, etc.

Develops a network of contacts to identify potential development sites; monitors building projects and works with local officials.

Develops grants and funding sources to support infrastructure improvements; researches, writes, and contracts for grants procurement and administration; advocates on behalf of the County with the Department of Transportation for road and highway improvements and keeps abreast of long-range transportation plan.

Maintains contact with County businesses on their status, any potential for expansion, and assists with problems; follows up on requests.

Keeps current records on sites and buildings, and reports changes to the State industrial developers; keeps files and statistics on labor wages, demographics, economic base, maps, profiles, utilities, retail sales, building permits, finances, and schools; reports on growth announcements and statistics on various agencies.

Supervises administrative staff and Economic Development Specialist; makes work assignments; provides guidance on workload; monitors and evaluates work.

Prepares department budget recommendation; establishes yearly goals and objectives. Serves as staff resource and technical consultant to the County Economic Development Commission and to the Board of Commissioners; makes presentations to commissioners as needed regarding new or expanding businesses or economic development issues; meets frequently with Council of Governments (COG), Research Triangle Regional Partnerships (RTRP), Foreign Trade Zone 93 and other regional groups to further economic development goals as well as site selectors and the Kerr-Tar Regional Economic Development Corporation.

Coordinates with County Attorney as needed to prepare documents, policies, and agreements in relation to economic development activities.

Must be willing and able to travel as necessary to represent Franklin County at events and conferences such as site consultant conferences, economic development conferences, and industry-specific conferences.

Performs related duties as required.

Recruitment and Selection Guidelines

Knowledge, Skills, and Abilities

Thorough knowledge of principles, practices and processes involved in economic development.

Thorough knowledge of the principles of management, business, their organizational procedures, and financing.

Considerable knowledge of economic, social, and technological resources available in the economic development field.

Considerable knowledge of the assets of the community and federal, state, and local laws pertaining to economic development and planning.

Skills in data collection and analysis, and establishment of data bases about pertinent County statistics and demographics.

Ability to plan, organize, and effectively develop industrial leads for the County including building consensus among diverse groups.

Ability to communicate effectively in oral and written forms.

Ability to establish and maintain effective working relationships with industry and business executives and owners or representatives, public officials at the local, state, and federal levels, contractors, community leaders and organizations, other department heads, superiors, and other employees.

Ability to analyze situations accurately and make correct recommendations for each industrial contact.

Physical Requirements

Must be able to physically perform the basic life operational functions of stooping, kneeling, crouching, reaching, pushing, pulling, smelling, sitting, standing, walking, lifting, fingering, grasping, talking, and hearing.

Must be able to perform sedentary work exerting up to 10 pounds of force frequently or constantly to move objects.

Must possess the visual acuity to prepare and analyze written and computer data, examine and work with maps, charts, and detailed materials, operate a computer, inspect sites, use measuring devices, to figure computations, read extensively, operate a motor vehicle, and observe general surroundings and activities.

Employee is subject occasional exposure to fumes and airborne particles and working near moving mechanical parts.

Desired Education and Experience

Bachelor's degree in business, planning, economics, or related field supplemented by training in economic development and considerable professional experience in industrial or economic development, or an equivalent combination of education and experience.
Cover Letter and Resume are required.

Special Requirements

Knowledge of the biotechnology, agriculture, assembly, manufacturing, tourism sectors and other sectors that are prevalent within Franklin County is beneficial.

Must possess a valid North Carolina Driver's license upon hire.

Must have completed the Basic Economic Development course at the UNC School of Government or equivalent training or be willing to commit to completion in an agreed upon timeframe.
Prefer North Carolina Economic Development Certification but not required.
In county residency preferred.

Special Note: This generic class description gives an overview of the job class, its essential functions and recommended job requirements. However, for each individual position assigned to this class, there is available a complete job questionnaire with a physical abilities checklist,

which gives 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, applications reviewed upon receipt.