



**DIRECTOR, ECONOMIC DEVELOPMENT**

*FLSA Status: Exempt*

**GENERAL DEFINITION AND CONDITIONS OF WORK:**

Performs difficult technical and professional work. Head the County's economic development efforts to attract and maintain business and industry, and to encourage the maintenance and improvement of the quality of life in Prince George County by enhancing the economic base in accordance with approved County policies and procedures. The work is performed under the general direction of the County Administrator.

This is sedentary work requiring the exertion of up to 10 pounds of force occasionally and a negligible amount of force frequently or constantly to move objects; work requires fingering and repetitive motions; 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 and determining the accuracy and thoroughness of work; the worker is not subject to adverse environmental conditions.

**ESSENTIAL FUNCTIONS/TYPICAL TASKS:**

**Assisting with the administration of the County; administering, directing and overseeing the planning and zoning, inspections, code enforcement, Economic development and tourism functions; coordinating work with County Administrator and department directors; undertaking special projects; attending meetings; conducting research; maintaining records and files; preparing reports.**

*(The examples of essential functions as listed in this classification specification are not necessarily descriptive of any one position in the class. The omission of an essential function of work does not preclude management from assigning duties not listed herein.)*

Prepares and implements an economic development strategy for the County;

Develops and promotes continuous lines of positive communication between the Board of Supervisors, Industrial

Development Authority, and County staff;

Develops and implements targeting plans which identify specific types of businesses and industries to be encouraged

to consider establishing operations in the County;

Provides primary staff assistance to the Industrial Development Authority. Provides IDA with development policy

recommendations and assists this organization with development projects;

Visits out-of-county industrial prospects and promotes relocations programs;

Meets and assists investors, developers, and citizens interested in developing property for quality commercial or industrial use;

Represents Prince George County's economic interests before appropriate local and regional committees, including

Virginia's Gateway Region Economic Development Organization, Hopewell-Prince George Chamber of Commerce,

Virginia Chamber of Commerce, as well as others;

Works closely with the Virginia Economic Development Partnership and Virginia's Gateway Region Economic

Development Organization on initiatives to market the County and region;

Assists business prospects or their agents while they are seeking area information and commercial or industrial sites

or buildings in Prince George County;

Identifies the interests and priorities of businesses presently located in the County and to assure appropriate and

adequate public support for business needs;

Provides leadership to encourage local entrepreneurship and new business formation;

Secures the cooperation of County commercial and industrial executives to develop a "response team" to meet with

important prospects to discuss the favorable economic climate in the County;

Participates in the administration of local business inducements and industrial land and building development

Programs;

Develops tourism plan;

Works to develop tourism assets and programs;

Creates marketing material for tourism purposes;

Supervises the gathering and maintenance of information on significant existing commercial and industrial sites and

buildings in Prince George County in order to market them properly;

Supervises the gathering and maintenance of information on educational, cultural, and recreational facilities, housing trends, cost-of-living data, demographic data, business climate, tax structures, and other data pertinent to business investment decisions;  
Prepares industrial brochures for distribution to interested businesses and industrial firms;  
Develops good relationships between the County and the business community and strong, positive relationships with citizens and the newspaper and electronic media;  
Participates in emergency response operations as required in a declared emergency by County officials; completes required NIMS training as a condition of employment;  
Performs related tasks as required;  
Must have a valid Virginia Driver's License;

**KNOWLEDGE, SKILLS AND ABILITIES:**

Thorough knowledge of the principles and practices of economic development, including basic techniques of statistics, economic, and sociology. Considerable knowledge of County and State tax structures as they apply to commercial and industrial activity. Considerable knowledge of a broad span of commercial and industrial activity and how to match needs and specifications prescribed by prospects who are seeking to locate in a new environment. Ability to deal effectively with prospects or their agents from their first expression of interest to their final, on-site review in determining whether or not to locate a facility in Prince George County. Ability to establish and maintain effective working relationships with investors, developers, business leaders, government officials, and other County employees. Ability to communicate effectively, both orally and in writing. Ability to operate general office equipment, including computer keyboard, telephone, copier and calculator.

**EDUCATION AND EXPERIENCE:**

Possession of a Bachelor's Degree in business administration, marketing, public administration, economics, Economic Development, or related field; Master's Degree in related area and/or Economic Development Institute course completion is desirable; C.Ec.D. preferred, extensive professional experience in economic development, marketing, or Economic Development-related activities, preferably in local, state, or regional government; or any equivalent combination of acceptable education and experience providing the knowledge, abilities, and skills as described below. Minimum of five years' experience locating businesses and industries.