

Crawford County Economic Development Corporation

Executive Director Position Description

6/29/11

Mission Statement: To provide the resources and support structure to grow economic development in Crawford County and strengthen the economic climate for the benefit of the entire county, its citizens and businesses.

Position Title: Executive Director

Accountable to: Board of Directors

Position Description: The Executive Director of the Crawford County Economic Development Corporation (CCEDC) serves as the leader and manager of the organization, and is responsible for establishing, coordinating, and managing comprehensive economic development efforts in all areas of Crawford County. The Executive Director must be skilled in all aspects of running an economic development organization, including fundraising and financial management, and will work with and clearly communicate with the Board of Directors in establishing, implementing and maintaining policies and reporting procedures to achieve the overall mission of EDC. The Executive Director will serve as the primary spokesperson for the organization and will develop networks and partnerships with private and public stakeholders.

Position Responsibilities:

- Develop, implement, coordinate and lead a comprehensive economic development program which facilitates business start-up, retention, expansion, and attraction in a variety of commercial and industrial sectors, including maintaining up-to-date marketing and demographic materials, responding to and generating retention and development leads and prospects, and initiating and completing business development projects from start to finish.
- Establish and maintain effective working relationships with current businesses
- Proactively seek out and, when necessary, administer grants and other financial incentives (e.g. grants, bank loan pools, private equity funding, establishing and administering a revolving loan fund) that promote economic development, revitalization and infrastructure development projects, which benefit Crawford County's public and private sectors.
- Lead fund development to stimulate investment in support of the EDC. Collaborate with the board in executing a fundraising plan and development of fundraising opportunities.
- Effectively manage the organization, staff, and volunteers including guiding professional and leadership development.
- Effectively manage financial records, reports, and annual audit preparation.
- Oversee and administer the annual budget.

- Assist in the development and retention of the agriculture industry, including traditional, specialized and value-added agriculture businesses.
- Focus on tourism growth, business development and marketing through collaboration with existing tourism oriented organizations and businesses within the county.
- Build capacity within each community in the county to promote retail development.
- Work cooperatively with municipal and private investment partners continued commercial and residential real estate development, including maintaining a database of public and privately owned sites and buildings available for development and updating the statewide buildings database for Crawford County.
- Collaborate on, and advocate for, comprehensive workforce development strategies which will assist current and prospective employers with recruiting, training, and retaining employees.
- Collaborate with key state, regional, and local economic development organizations and promote intergovernmental and organizational partnerships toward mutually beneficial development efforts in southwest Wisconsin.
- Represent EDC on boards and committees as directed by the Board of Directors.
- Participate in strategic planning process; drive strategic plan which is created by the EDC and supported by staff, Board of Directors, municipal officials, and other stakeholders.
- Develop, implement, and coordinate a comprehensive marketing program, including development of a website for the EDC, to aid business attraction and market building for business expansion and retention.

Position Requirements:

- The Executive Director will be expected to be a strong leader in the County and work cooperatively with governmental authorities and the private sector. A strong public presence and ability to effectively present information is required.
- This person will have exceptional energy and enthusiasm, have the capability and work ethic to function effectively in an independent environment with minimal resources and be an individual of high integrity.
- This position is multi-faceted, and a high profile community position requiring knowledge and experience in real estate, financial, legal, government, media relations, marketing, and general business matters.
- An undergraduate college degree in a related field is required and/or professional certification. Further Economic Development accreditation (CEcD, EDFP) is highly desirable.
- A track record of proven success and understanding of redevelopment and municipal government operations is required.

- Knowledge and skills to effectively interact with people from different cultural backgrounds, including those associated with race, ethnicity, national origin, religion, socioeconomic status, age, gender, disability, sexual orientation, and other aspects of human diversity
- Strong verbal and written communication skills, exceptional interpersonal skills, and solid strategic planning skills.
- Proficient in using Microsoft Office Suite products including Excel, Power Point, Outlook and Word. Be able to effectively use internet for research, marketing and communications. Proficiency in social marketing and web 2.0 applications highly desirable.
- 3-5 years related professional experience highly preferred

Working Conditions & Physical Requirements

- Assume weekly travel throughout the county and occasional travel within the district and state
- Flexibility of work schedule, including evenings and weekends, as needed to meet local needs

Position Benefits: Commensurate with qualifications.