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Executive Director

Job Summary:

The Southeast Fairfax Development Corporation (SFDC) is responsible for the revitalization of the 7.5 mile commercial corridor of Richmond Highway (U.S. Route 1). The Executive Director is the chief operating officer responsible for executing a plan to manage and direct programs to realize increased commercial tax base, create jobs, and improve the quality of life throughout the Richmond Highway area. The Executive Director must also work at the highest levels of integrity, honesty, and openness and create strong and enduring relationships with key leaders in the Fairfax County public and private community.

SFDC's ideal Executive Director is a self-starter, innovative, and with high-impact hands-on leadership and management skills.

Duties and Responsibilities:

Management

Administer and guide an optimally-functioning and effective organization in meeting its strategic objectives.

Manage staff and volunteer resources in light of mission and approved strategic plan.

- Oversee development of strategic plan, both short and long range, subject to approval by the Board of Directors.
- Maintain positive relationships with Board members and implement plans approved by the Board.
- Develop alliances and relationships with Fairfax County officials, Fort Belvoir, Mount Vernon-Lee Chamber of Commerce, and others who are in a position to help the SFDC achieve success.
- Continually review and evaluate the approaches and strategies to insure the highest returns are achieved.
- Manage budget and finances.
- Identify alternative sources of financing to reduce dependence on County financing.
- Hire and manage staff.
- Monitor and implement best practices.

Marketing

Develop and implement marketing strategies to recruit and retain businesses; attract targeted business prospects, sell the benefits of a Richmond Highway business location, and facilitate contact with property owners, developers, or their agents.

- Aggressively sell, promote, market Richmond Highway as an outstanding business location.
- Work with Marketing Manager, media and local residents to create an understanding in the community and region as to the mission of the SFDC and the benefits of revitalization/economic development.
- Assist Marketing Manager in the development of materials to promote Richmond Highway.
- Work with Marketing Committee to identify marketing opportunities
- Showcase Richmond Highway as a place to do business.
- Respond to all media inquiries.

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Economic Revitalization

Study, evaluate, and maintain a working knowledge of the area's economy and impact of future business trends, government regulations and other pertinent factors.

Work with Economic Development Committee to create tools for economic expansion of Richmond Highway.

Recruit and retain small, minority and women-owned firms

- Maintain constant contact with Richmond Highway businesses
- Lead the economic development attraction, retention and expansion strategies.
- Initiate prospect development including proactive marketing and timely inquiry response.
- Keep close watch on market data that could affect projects along Richmond Highway.

Community Appearance, Planning and Transportation

- Work with CAPT Committee to help create a sense of place for Richmond Highway.
- Guide business/property owners on resolving permitting issues.
- Manage Façade Improvement Program and Loan Program.
- Coordinate the Wayfinding and signage programs.
- Revamp and manage the Mary Thonen Landscaping Recognition program
- Monitor and participate in planning processes affecting the Richmond Highway focus area.

Analysis and Provision of Information

Direct and manage the preparation and publication of statistical and other information to assist business executives in making sound relocation and expansion decisions.

Oversee the maintenance of a comprehensive listing and knowledge base of land and buildings within the Richmond Highway focus area, including specifics on purchase or lease opportunities, and provide information to brokers, developers, and prospects as requested.

Maintain a close working relationship with property owners, developers, and commercial real estate professionals.

- Work with Communications Committee to define communications needs, audiences, and outreach methods
- Oversee maintenance and improvements to SFDC website
- Oversee preparation of newsletters, press releases, email contacts, and other written products

Qualifications and Experience

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- Minimum of five years' experience with non-profit group or downtown revitalization organization preferably in a senior management role.
- Bachelor's Degree in related field preferred (urban planning, economics, marketing, business, organizational management). Professional certification desired but not mandatory.
- Proven ability in real estate finance, organizational management, intergovernmental relations, commercial development/redevelopment, business recruitment and retention, economic development issues, strategic planning, budgeting, and hiring and supervising personnel.
- Experience in working with a Board of Directors.
- Ability to work in an environment with many stakeholders from the public and private sectors.
- Superb writing and verbal skills a must.
- Excellent communication skills, including business writing, telephone, with close attention to detail.
- Ability to respond to common inquiries or complaints from community, regulatory agencies, or members of the business community.
- In-depth knowledge of the principles and practices of Economic Development.
- Knowledge of planning and zoning processes desirable.
- Knowledge and experience in financial packaging.
- Practical applied experience in budgeting.
- Ability to present information to boards of directors and public groups.
- Skilled in consensus building, ability to work well within the framework of a complex and politically sensitive public/private sector environment, with a broad cross-section of personalities.
- Demonstrated strong decision-making skills, with proven integrity and sound judgment.
- Proficiency with computer programs including Microsoft Word, Excel, Outlook and other software as may be deemed useful.
- Flexibility in work schedule, with ability to work occasional weekends and evenings.

Compensation and Benefits

The salary for this position is competitive and dependent upon the qualifications and experience of the selected candidate. Benefits include annual leave, holidays, and sick leave; retirement plan; mileage allowance.

SFDC will consider applications for full-time employment and, alternatively, a full or part-time contractor.

To Apply

All applicants should submit their resume and CV to admin@sfdc.org with the subject line, "Attn: Executive Director Search."