

FAIRFIELD COUNTY

JOB TITLE: ECONOMIC DEVELOPMENT DIRECTOR  
ECONOMIC DEVELOPMENT

GENERAL STATEMENT OF JOB

Under limited supervision, supervises, plans, and directs, and participates in the activities of the Economic Development Department in order to ensure the effective facilitation of industrial, business, and commercial investment in Fairfield County. Position requires a high level of confidentiality regarding Economic Development activities.

SPECIFIC DUTIES AND RESPONSIBILITIES

ESSENTIAL JOB FUNCTIONS

Supervises the operations of the Economic Development Department. Supervisory duties include instructing, assigning and reviewing work, maintaining standards through effective planning and coordination of activities, and providing guidance and leadership to assigned staff members.

Plans, conducts and follows up on prospect visits; prepares and submits prospect proposals. Communicates with prospects and provides requested assistance and information.

Negotiates with industry representatives to encourage location within the County.

Conducts activities such as research, analysis and evaluation of technical information to determine feasibility and economic impact of proposed expansions and developments.

Coordinates and participates in economic development and marketing efforts with allies, including brokers, the SC Department of Commerce, business developers, the Central Carolina Economic Development Alliance, etc.

Designs and prepares statistical and general information packages for use by industrial prospects, including information on financing, sites, labor, education, and training.

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Develops and maintains effective marketing tools including brochures, videos, and prospect gifts.

Receives, reviews, prepares, and/or submits various records and reports including statistical information, architectural/engineering drawings, financial records, site plans, tax information, newspaper articles, demographic reports, presentation materials, memos, correspondence, etc.

Prepares site packages, tax information, reports, presentation, statistical analyses, comparative information, demographic reports, etc.

Compiles, organizes and utilizes various financial information necessary in the preparation of the departmental budget, and prepares and monitors the budget.

Makes arrangements for County visits, trips and meetings for interested companies.

Establishes and maintains regular and effective communications with existing industries in the County. Conducts yearly on-site visits with every existing manufacturing industry in Fairfield County.

Designs and prepares tailored financial packages for expanding industry in Fairfield County.

Interacts and communicates with various groups and individuals such as the County Council, the County Administrator, elected officials, prospects, County department heads, business leaders, site owners, consultants, engineers, real estate brokers, and the general public.

### ADDITIONAL JOB FUNCTIONS

Performs other related duties as required.

### MINIMUM TRAINING AND EXPERIENCE

Requires a Bachelor's degree in planning, finance, marketing, business or other related field supplemented by three to five years of progressively responsible experience in county planning, economic development, finance, marketing or relevant field. Must be willing to become a certified economic developer within three years of employment with Fairfield County.

### MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED

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### TO PERFORM ESSENTIAL JOB FUNCTIONS

**Physical Requirements:** Must be physically able to operate a variety of automated office machines which includes a computer, calculator, copier, fax machine, etc. Must be able to exert up to ten pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects. Sedentary work involves sitting most of the time, but may involve walking or standing for periods of time. Must be able to lift and/or carry weights of ten to twenty-five pounds.

**Data Conception:** Requires the ability to compare and/or judge the readily observable, functional, structural, or compositional characteristics (whether similar to or divergent from obvious standards) of data, people or things.

**Interpersonal Communication:** Requires the ability of speaking and/or signaling people to convey or exchange information. Includes giving assignments and/or directions to co-workers or assistants. Includes receiving assignments and/or directions from supervisor.

**Language Ability:** Requires the ability to read a variety of informational documents, numerous financial and accounting reports, government reports, contracts, proposals, educational materials, etc. Requires the ability to prepare business letters, proposals and reports, marketing documents, etc., using prescribed format and conforming to all rules of punctuation, grammar, diction and style. Must be able to speak before an audience with poise, voice control and confidence; and to articulate information to others.

**Intelligence:** Requires the ability to apply principles of logical or scientific thinking to define problems, collect data, establish facts, and draw valid conclusions; to interpret an extensive variety of technical instructions in mathematical or diagrammatic form. Deal with several abstract and concrete variables.

**Verbal Aptitude:** Requires the ability to record and deliver information, to explain procedures, to follow oral and written instructions. Must be able to communicate effectively and efficiently in a variety of technical and/or professional languages including Utility Engineering, Legal, Tax, Government, Insurance and Commercial Development terminology.

**Numerical Aptitude:** Requires the ability to utilize mathematical formulas; to add and subtract totals; to multiply and divide; to determine percentages and decimals; and determine time and weight. Must be able to use practical applications of fractions, percentages, and ratio and proportion. To use practical applications of algebra, geometry, statistical theory and inference.

**Form/Spatial Aptitude:** Requires the ability to inspect items for proper length, width and shape.

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Motor Coordination: Requires the ability to coordinate hands and eyes accurately in using automated office equipment; to operate motor vehicles.

Manual Dexterity: Requires the ability to handle a variety of items, office equipment, control knobs, switches, etc. Must have minimal levels of eye/hand/foot coordination.

Color Discrimination: Does not require the ability to differentiate between colors and shades of color.

Interpersonal Temperament: Requires the ability to deal with people beyond giving and receiving instructions. The worker needs to relate to people in situations involving more than giving or receiving instructions. Must be adaptable to performing under minimal levels of stress when confronted with an emergency.

Physical Communication: Requires the ability to talk and/or hear : (talking: expressing or exchanging ideas by means of spoken words; hearing - perceiving nature of sounds by ear).

## PERFORMANCE INDICATORS

Knowledge of Job: Has extensive knowledge of the policies, practices, activities, methods and procedures of the Economic Development Department as they pertain to attaining the goals of the County. Has thorough understanding, as well as the ability to interpret and apply the principles of economic development. Is able to use independent judgment in routine and non-routine circumstances, and in critical situations. Is skilled in accounting, financial and business mathematics. Is able to assemble and analyze information and make written reports and documents as well as oral presentations in a clear, concise, and effective manner. Is knowledgeable of the required and necessary records, reports, documents, and related information required by the City, County, State and Federal governments, and is able to maintain proper data and information as required. Is knowledgeable in general City ordinances, as well as an extensive knowledge and understanding of the sections of the ordinances which directly relate to economic development. Has knowledge of the principles of management, planning, supervision, human relations, leadership, and organizational behavior and the ability to apply these principles in an efficient and effective manner. Has the ability to determine or interpret work procedures for subordinates in assigning duties to them, maintaining harmonious relations among them, and promoting efficiency. Has the ability, knowledge and interpretive skills to provide assistance and advice to the County Administrator, County Council, various agencies, departments, and other individuals. Is skilled in creating, developing, preparing, evaluating, reviewing, and approving an assortment of records, reports, presentations, and related information. Has the ability and skill to speak, interact, and work with individuals with varying degrees of education as well as cultural influences in a professional manner

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which promotes better understanding and good public relations. Is proficient in the use of computers and related equipment and software. Is capable of performing duties and completing responsibilities under varying degrees of stress, from extreme to mild, which relate to presentations, political uncertainty, customer relations, forecasts, financial projects, deadlines, etc. Is capable of producing quality work which requires constant attention to detail. Has an understanding of economic indicators and the ability to interpret future trends. Has an extensive knowledge of the vocabulary used in the professions of accounting, insurance, legal, personnel, and engineering professions as they relate to the department and its activities. Knows how to establish and maintain good relations with all County departments, subordinates, upper management, co-workers and the public.

Quality of Work: Maintains high standards of accuracy in exercising duties and responsibilities. Exercises immediate remedial action to correct any quality deficiencies that occur in areas of responsibility. Maintains high quality communication and interface with all County departments and divisions, co-workers and customers, and the general public.

Quantity of Work: Maintains effective and efficient output of all duties and responsibilities as described under "Specific Duties and Responsibilities."

Dependability: Assumes responsibility for doing assigned work and for meeting deadlines. Completes assigned work on or before deadlines in accordance with directives, County policy, standards and prescribed procedures. Accepts accountability for meeting assigned responsibilities in the technical, human and conceptual areas.

Attendance: Attends work regularly and on time with a minimum of tardiness and absences and adheres to County policies and procedures regarding absences and tardiness. Provides adequate notice to higher management with respect to vacation time and time-off requests.

Initiative and Enthusiasm: Maintains an enthusiastic, self-reliant and self-starting approach to meet job responsibilities and accountabilities. Strives to anticipate work to be done and initiates proper and acceptable direction for the completion of work with a minimum of supervision and instruction.

Judgment: Exercises sound judgments in areas of responsibility. Identifies problems or situations before and as they occur and specifies decision objectives. Identifies or assists in identifying alternative solutions to problems or situations. Implements decisions in accordance with prescribed and effective policies and procedures and with a minimum of errors. Seeks expert or experienced advice and researches problems, situations and alternatives before exercising judgment.

Cooperation: Accepts supervisory instruction and direction and strives to meet the goals and objectives of same. Questions such instruction and direction when clarification of results or consequences are justified, i.e., poor communications, variance with County policy or procedures,

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etc. Offers suggestions and recommendations to encourage and improve cooperation between all staff persons and departments within County.

Relationships with Others: Shares knowledge with managers, supervisors and staff for mutual and County benefit. Contributes to maintaining high morale among all County employees. Develops and maintains cooperative and courteous relationships with department employees, staffers and managers in other departments, representatives from organizations, customers, and the general public so as to maintain good will toward County and to project a good image. Tactfully and effectively handles requests, suggestions and complaints from other departments and persons in order to maintain good will within County. Emphasizes the importance of maintaining a positive image within County. Interfaces effectively with higher management, professionals, customers, and the general public.

Coordination of Work: Plans and organizes daily work routine. Establishes priorities for the completion of work in accordance with sound time-management methodology. Avoids duplication of effort. Estimates expected time of completion of elements of work and establishes a personal schedule accordingly. Attends meetings, planning sessions and discussions on time. Implements work activity in accordance with priorities and estimated schedules. Maintains a calendar for meetings, deadlines and events.

Safety and Housekeeping: Adheres to all safety and housekeeping standards established by County and various regulatory agencies. Sees that the standards are not violated. Maintains a clean and orderly workplace.

Planning: Plans, directs and uses information effectively in order to enhance activities and production of the department. Knows and understands the expectations of County regarding the activities of the department and works to see that these expectations are met. Designs and formulates ways, means, and timing to achieve the goals and objectives of the department and County. Within the constraints of County policy, formulates the appropriate strategy and tactics for achieving departmental and County objectives. Organizes, arranges and allocates manpower, financial and other designated resources in an efficient and effective way so as to achieve the goals and objectives of the department and County.

Organizing: Organizes work and that of subordinate staff well. Ensures that staff members know what results are expected of them and that they are regularly and appropriately informed of all County and department matters affecting them and/or of concern to them.

Staffing: Works with Personnel Manager to select and recommend employment of personnel for the department who are qualified both technically and philosophically to meet the needs of the department and County. Personally directs the development and training of department personnel in order to ensure that they are properly inducted, oriented and trained.

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Leading: Provides a work environment which encourages clear and open communications. Has a clear and comprehensive understanding of the principles of effective leadership and how such principles are to be applied. Provides adequate feed-back to staff so that they know whether their performance levels are satisfactory. Commends and rewards employees for outstanding performance yet does not hesitate to take disciplinary action when necessary. Exercises enthusiasm in influencing and guiding others toward the achievement of County goals and objectives.

Controlling: Provides a work environment which is orderly and controlled. Coordinates, audits, and controls manpower and financial resources efficiently and effectively. Coordinates, audits and controls the utilization of materials and equipment efficiently and effectively. Has a clear and comprehensive understanding of County standards, methods and procedures.

Delegating: Assigns additional duties to staff as necessary and/or appropriate in order to meet department goals, enhance staff abilities, build confidence on the job and assist staff members in personal growth. Has confidence in staff to meet new or additional expectations.

Decision Making: Uses discretion and judgment in developing and implementing courses of action affecting the department. When a particular policy, procedure or strategy does not appear to be achieving the desired result, moves decisively and definitively to develop and implement alternatives.

Creativity: Regularly seeks new and improved methodologies, policies and procedures for enhancing the effectiveness of department and County. Employs imagination and creativity in the application of duties and responsibilities. Is not adverse to change.

Human Relations: Strives to develop and maintain good rapport with all staff members. Listens to and considers their suggestions and complaints and responds appropriately. Maintains the respect and loyalty of staff.

Policy Implementation: Has a clear and comprehensive understanding of County policies regarding the department and County function. Adheres to those policies in the discharge of duties and responsibilities and ensures the same from subordinate staff.

Policy Formulation: Keeps abreast of changes in operating philosophies and policies of County and continually reviews department policies in order to ensure that any changes in County philosophy or practice are appropriately incorporated. Also understands the relationship between operating policies and practices and department morale and performance. Works to see that established policies enhance same.

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**DISCLAIMER: This job description is not an employment agreement or contract. Management has the exclusive right to alter this job description at any time without notice.**