

Economic and Workforce Development Director



Summary/Objective:

This position's primary focus will be the enhancement and direction of global strategies to retain and recruit talent to the region while accelerating efforts to retrain local workers to reflect industry advancements. The Economic Development Director will be the subject matter expert on talent initiatives and drive both the strategy and implementation of the Imagine Salina program across the region. The right candidate will have a high-energy, outgoing, can-do personality with the ability to prioritize real-time demands of ongoing projects that are critical in promoting and marketing career opportunities and employers in Salina. In addition, the Economic Development Director will have responsibilities related to retention and expansion and entrepreneurial stewardship.

Salina is in the midst of a downtown revitalization project that will exceed \$160 million in capital investment and several other economic development expansions across the community. The position will work collaboratively with a wide array of stakeholders and partners to ensure the Salina Area Chamber of Commerce fully engages and effectively leads the expansion, creation, recruitment, and retention of talent in the Salina, KS area.

Essential Functions of this position include:

- Provide long-range strategic planning, leadership and direction for the Imagine Salina programming and forge and maintain strong partnerships with a wide array of stakeholders.
- Oversee development, marketing and continual updating of an Imagine Salina website, which will feature highlights of quality of life, career opportunities, talent development, and relocation services with the end goal of assisting employers fill open and in-demand positions. The website and associated marketing of the website will focus on the Salina area as a whole and be an avenue to remove barriers associated with relocating to the area.
- Create, communicate, and advance a compelling and inspired vision and sense of purpose that will motivate and positively influence individuals to explore career and quality of life opportunities in the Salina, KS area. Including but not limited to separating military personnel and residents from other states.
- Implement and utilize additional outreach strategies including social media, digital, and traditional marketing to targeted job seekers.
- Participate in targeted in-state and out-of-state events (K-12 and Post-secondary schools, military fairs and career centers, rapid-response events, conferences, technology demonstrations and career education opportunities, celebrations, etc.) in order to promote employment opportunities.
- Maintain and establish relationships with secondary and postsecondary schools, counselors, career offices, and technical education staff. These entities may be in any destinations that have an available workforce with the skill sets needed by Salina area employers.
- Manage business expansion and retention efforts with local industry in Saline County.
- Create an entrepreneurial climate, provide support and resources to small business owners, entrepreneurs, and business startups by serving as E-Community point and oversee Project Open.
- Establish and maintain effective relationships and communication with federal, state, regional and local governmental officials, and external agencies.
- Prepare and submit monthly progress reports on all projects for the President/CEO.

Essential Competencies of this position include:

- Proven leadership experience and ability to quickly become familiar with operations and goals of a multifaceted workforce development program including identifying opportunities, challenges, and risks.
- Knowledge of current economic development standards, planning, and marketing principles.
- Knowledge of economic development incentives and their application.
- Knowledge of business and development financing.
- Ability to engage in a participatory work environment in which individuals collaborate in pursuit of a common mission and shared goals, promote innovation, change, and problem solving, and maintain positive teamwork.

- Excellent analytical and organizational skills and demonstrate an ability to understand, analyze, prepare, manage, and report comprehensive data related to economic development including trends related to workforce development.
- Ability to facilitate problem-solving, recognize positive results, manage conflict, and negotiate satisfactory outcomes.
- Proven experience and ability to effectively communicate with small or large audiences, listen, speak, write, present, facilitate, and interact in a persuasive and appropriate manner with public and private individuals and groups.
- Working knowledge of PC, Microsoft Suite and industry software, email, D&B database, etc.
- Mature approach in handling business professionals.
- Working knowledge of financial analysis techniques, reports, business plans, etc.
- Knowledge of Chamber of Commerce functions and programs.
- Experience in working with volunteers and within partnerships.
- Experience creating or implementing digital media including email, social media platforms, and graphic design.

Preferred Education and Experience

- Bachelor's degree from an accredited college or university.
- Three to five years of progressively responsible professional experience in economic development, including experience with employment and training fields, or a closely related field.
- Experience working in or with both the public and private sectors is desired.
- Preference will be given to candidates who have a Master's degree and/or are Certified Economic Developers.

Work Environment

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. The employee is occasionally required to sit; climb or balance; and stoop, kneel, crouch or crawl. The employee must frequently lift and move up to 10 pounds and occasionally lift and move up to 25 pounds.

Travel

20 - 30%

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

Salary commensurate with experience including competitive benefit package

Exam/Screening Process Information

This position will remain open for application until filled.

No calls or walk-ins please. To apply, submit resume, cover letter and three references to:

Salina Area Chamber of Commerce
 Attn: Eric Brown
 PO Box 586
 Salina, KS 67402-0586
 Or via email to: ebrown@salinakansas.org