

Town of Dumfries
DIRECTOR OF ECONOMIC DEVELOPMENT and MARKETING
\$50,999 - \$59,999 Entry Level DOQ

General Definition of Work

The Director of Economic Development and Marketing serves as a member of the Town Manager's management planning and decision-making team. Plans, organizes, directs, and manages all phases of the activities and operations of the Economic Development Department consisting of the Economic Development, Redevelopment and Town Marketing programs; Work is performed under the general direction of the Assistant Town Manager; and requires other duties as assigned. Versatility and flexibility are important traits in terms of success for this position.

Essential Functions

Including but not limited to the following:

1. Develops and implements strategic visions for the Economic Development Department that are in alignment with the Town's Vision, goals and objectives.
2. Develops and implements the Economic Development Strategic Plan and the Redevelopment Plan including attraction and retention of businesses partnering with other local and other regional Economic and Development partners.
3. Develops a branding strategy to better promote the Town and its business and investment opportunities.
4. Participates as a member of the Town's management team and works with the Town Council, Town Manager, other Department Directors and staff in promoting continuous improvement for Town Services.
5. Attends monthly Town Council Meetings and Work Sessions as well as committee meetings as assigned.
6. Handles correspondence and prepares a variety of reports on department activities.
7. Responds to and resolves difficult and sensitive citizen inquiries and complaints relative to Economic Development.
8. Forecasts, monitors and administers Department budget.
9. Serves as the Town's liaison between the Dumfries Business Association and the Economic Development Task Force.
10. Ensures that all Economic Development Department activities comply with Town goals, policies, procedures, as well as local, Federal, and State regulations.
11. Performs related duties, tasks, and responsibilities as required.

Knowledge, Skills, and Abilities

Thorough knowledge of the functions and organization of Town government; thorough knowledge of the modern and highly complex principles and practices of economic development and redevelopment programs and administration; thorough knowledge of financial management

and resource allocation; thorough knowledge of the Town Charter and Town Code; thorough knowledge of pertinent federal, state, and local laws, codes, and regulations; ability to research and prepare reports; ability to express ideas effectively both orally and in writing; ability to establish and maintain effective working relationships with Town officials, staff, associates, and the general public; ability to analyze problems, identify alternative solutions, project consequences of proposed actions, and implement recommendations in support of goals; ability to research, analyze and evaluate new service delivery methods and techniques.

Education and Experience

Bachelor's Degree from an accredited college or university with major coursework in Public Administration, Business Administration, Economics, Planning, or other related or appropriate field. Eight years of increasingly responsible professional experience in Economic Development and related activities. At least four years of this experience must have been at a managerial level with responsibility for program planning and development, supervision of professional, technical, and clerical staff, and budget preparation and management. Experience in local government strongly preferred.

Special Requirements

Possession of an appropriate driver's license valid in the Commonwealth of Virginia.

Benefits

Sick and Annual Leave; Health Insurance; Virginia Retirement System (VRS) Benefits; Deferred Comp Plan (Employee Contributions Only).

Application Process

Interested applicants must submit a cover letter and resume to the following address or by email no later than close of business October 5, 2012. Employment web-site generated letters and resumes will not be accepted.

Daniel E. Taber
Town Manager
Town of Dumfries
17755 Main Street
Dumfries, Virginia 22026

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