



POCOMOKE CITY

DIRECTOR OF ECONOMIC DEVELOPMENT

This is a new full-time salaried position that will focus on the attraction, retention, expansion, and establishment of new businesses in the City of Pocomoke. This is a high-profile position with exciting opportunities to drive growth and change in an amazingly unique, small waterfront community. This individual reports directly to the City Manager.

GENERAL REQUIREMENTS

- Pre-employment background check
- Must maintain a valid driver's license and insurability through the City's Insurance Agency
- The ability to work day, evening, or weekends for meetings, training, or events

JOB RESPONSIBILITIES:

- Identify and develop new business opportunities.
- Serve as the City's designated marketing Ambassador with local and state government, business leaders, elected officials, and industry representatives.
- Develop, administer, supervise, and monitor economic development initiatives promoting the City as a prime tourism and business destination.
- Network and develop potential business clients.
- Work cooperatively with counterparts in other levels of government to explore business opportunities of direct benefit.
- Create and implement programs to encourage business expansion and retention of existing businesses, as approved by Mayor and City Council.
- Administer economic development programs, grants and projects originating at the federal, state, regional and local levels.
- Establish membership and attend professional association meetings and conferences as required and travel to meet with business prospects, as needed.
- Testify before local, state and federal agencies regarding economic development policies, legislation and programs and represent the City in meetings and conferences related to the same.
- Serve on boards, task forces and committees as required to further economic development in the City.
- Foster and work to maintain an entrepreneurial growth culture within the City.
- Develop and strengthen internal and external relationships that create leads for business attraction.
- Proactively initiate or support partnerships that strengthen workforce development, business investment, and job retention.
- Analyze and track emerging markets and trends.

- Provide technical assistance to businesses primarily through referrals to other agencies, to resolve issues, identify new markets, etc.
- Support vendor selection and contract negotiation.

Work Hours & Benefits

This is a full-time salaried position. The opening salary is \$56,510. Commensurate with experience. 40 hours per week base plus evenings and weekends as needed. Anticipated core work hours will follow those of City Hall. Eligible to participate in the City's employee benefits program, including medical and paid leave in accordance with the City's Personnel Policy.

Business Development Director Qualifications/Skills:

- Excellent presentation and communication skills
- Ability to communicate accessibly and concisely to prospective customers and clients, partners, vendors, and press
- Relationship management
- Strategic planning
- Effective organizational skills
- Negotiation
- Leadership, program and project management
- Financial and business acumen
- Familiarity with technology and industry platforms
- Research and analytical skills
- Interpersonal and customer-service skills
- Detail oriented and big-picture thinking
- Lead generation and management
- Enthusiasm and sincerity

Education, Experience, & Licensing Requirements:

- Bachelor's degree in business administration, marketing, tourism, economics, public administration or a related field, and/or equivalent experience of 5-10 years management, marketing, or sales experience.
- Self-starter that takes initiative and has a sense of urgency
- Polished verbal and written communication skills necessary to prepare reports, prepare and deliver public presentations, provide leadership and motivation to department employees, and communicate effectively and courteously with coworkers and the general public.
- Familiarity with Maryland state and federal grant/loan programs for businesses
- Experience in program and project management
- Advanced analytical skills and the ability to prepare reports as required
- Ability to work with and carry-out the directives and policies of the City and work harmoniously with other County officials and agencies
- Ability to work effectively with little supervision and minimal direction
- Ability to effectively access and utilize computerized systems and equipment (i.e. MS Office, Word, Excel, Access and PowerPoint)
- Experience with social media plans and platforms

Qualified applicants are urged to send a resume to Jeff Gleason, Human Resources Manager, at jeff@pocomokemd.gov.