

The Sanford Area Growth Alliance is seeking a dynamic Economic Development Director to advance the organization's economic development program. This position offers the opportunity to lead the recruitment and business development efforts of Lee County, a very successful community in central North Carolina.

Position: Economic Development Director

Organization: The Sanford Area Growth Alliance (SAGA) is a public-private partnership whose economic development mission is to expand and diversify the economic base of Lee County, North Carolina, through comprehensive economic development activities by supporting existing businesses and encouraging new business recruitment.

Reports To: CEO, Sanford Area Growth Alliance

Primary Duties & Responsibilities: The Economic Development Director manages all aspects of new business recruitment project management including site identification, RFI response, applying for grants/incentives, proposal development and tracking, client presentations, follow-up, local government presentations, and post-recruitment support to finalize all project details. This position also assists with the Business Retention and Expansion Program as needed.

- Manages the day-to-day activities and operations of the Economic Development division of SAGA, working closely with the CEO and in cooperation with other division directors to fulfill the Program of Work as it relates to economic development.
- Conducts research, identifies needs, analyzes trends, assists in developing strategies and implements solutions for the Economic Development division at the direction of the CEO.
- Builds and maintains relationships with economic development partners and allies such as business developers at the state level, site consultants, utility partners, local government partners and commercial real estate brokers.
- Maintains a database of buildings and sites available for industrial development, stays current on local infrastructure locations and capabilities, researches properties, assists in site analysis and works with the SAGA Product Development Committee to facilitate additions to buildings and sites inventory.
- Maintains systems, processes, and procedures for data collection and analysis, updating and maintaining research files and databases on information regarding community demographics, existing businesses, sites and buildings inventory, and other subjects required for the responses to Requests for Information (RFIs).
- Assists with design, production and dissemination, in collaboration with other SAGA staff, of all economic development marketing/communication materials using a variety of media.
- Assists with the Business Retention and Expansion program to include BRE contacts and visits, expansions, solving business problems, eliminating barriers to expansion, supply chain research and tracking of local business information as needed.



SANFORD

AREA GROWTH ALLIANCE

Economic Development • Chamber of Commerce

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- Regularly reviews the economic development portion of the SAGA website and assists with creation and development of new content.
- Maintains tracking systems and submits regular reports of inquiries and client and project activity.
- Develops responses to economic development inquiries, organizes prospect tours and community visits, and leads marketing and sales efforts of buildings and sites.
- Prepares written proposals and materials for clients and stakeholders and makes multi-media and oral presentations as required.
- Prepares incentive and grant requests related to recruitment projects.
- Develops marketing strategies and participates in trade shows and offsite meetings with prospective clients including site consultants.
- Coordinates meeting content, agendas and presentations for the SAGA Product Development and Economic Development Committees to achieve the organization's Economic Development goals.
- Assists with preparation of Annual Report and Program of Work for external marketing and Business Retention and Expansion Program.
- Performs other duties as may be assigned by the CEO.

Qualifications:

- Education – Minimum of Bachelor's Degree in business, economics, public administration, or related field.
- Work Experience – Minimum of five years' experience in related field(s).
- Preference given to candidates who have completed the Basic Economic Development Course, other economic development professional development, Certified Economic Developers, or are in process of certification.
- Possess a valid driver's license and ability to travel.

Skills Required: The Economic Development Director should have prior experience in economic development project management or related fields such as planning, business development, marketing, research, or commercial real estate. Demonstrated competency in project management, relationship development, customer service, and effective research techniques is required.

- Must be highly organized; ability to conceptualize but also very attentive to detail.
- Possess excellent written and oral communication skills.
- Significant experience in and comfort with public speaking and effective presentations.
- Excellent computer skills including MS Office Suite, virtual meeting technologies, cloud work environments, digital photography and ability to operate general office equipment.
- Self-motivated, self-directed and able to work independently.
- Comfortable with deadlines and able to quickly reprioritize.
- Ability to multi-task in a fast-paced and dynamic work environment.



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Evaluation: Annual performance review by the CEO. Evaluated against program goals and objectives, ability to perform assigned tasks in manner and form expected.

Compensation and Benefits: Salary range **\$75,000 - \$115,000**. SAGA offers a competitive compensation and benefits package. The starting salary will be determined based on the candidate's skills and level of professional experience.

How to Apply: This position is currently open and we are moving quickly to consider qualified applicants and begin the interview process. Please submit resume and cover letter via email to mbarbour@growsanfordnc.com with subject line: SAGA Economic Development Director.