

DESCRIPTION OF SERVICES
EXECUTIVE DIRECTOR
JESSAMINE COUNTY JOINT ECONOMIC DEVELOPMENT AUTHORITY

Primary Objective: Directing the community and economic development program for Jessamine County and the City of Nicholasville.

Reports To: The seven member Jessamine County Economic Development Authority Board of Directors. Board appointments are made by the County Judge Executive and the Mayor of the City of Nicholasville.

Responsibilities:

Provide leadership in the achievement of the stated community and economic goals and objectives as determined by the Authority and government entities.

Community Development: Focus on current and future community preparedness for economic development activities including, the adequacy of water, sewer, rail and telecommunication infrastructure; quality of life issues, industrial site acquisition and development, and job training reflective of community needs. Including implementation, planning and research work to encourage and broaden the industrial and commercial economic base in Jessamine County.

Finance: Manage EDA's finances including funding opportunities for economic development and community growth. Prepare EDA's budget and present to the Board and funding government entities. Work with current and prospective Jessamine County employers and local government to locate and obtain available grant funding, economic incentives, etc. to assist in expansion and/or relocation within the County. Responsible for all bookkeeping of the Authority, preparing and presenting monthly financial reports to the Board, and managing the annual financial statement audit process. Responsible for filing all necessary financial reports to local, state and federal authorities as required by laws and regulations.

Marketing: Develop a well-defined strategy for marketing the community to professional office, medical, commercial, and industrial prospects to attract new businesses to the community. Development of the hospitality industry to support tourism is an important element in the economic development strategy. Work closely and communicate with the staff and boards of partnering entities in the community. Provide analysis of economic and demographic data required to develop a marketing strategy for the community. The marketing strategy will emphasize diversity in employment opportunities with a strong interest in both

major employers as well as small business development and entrepreneurship.

Existing Business: Identify issues and opportunities relative to existing businesses, their sustainability and expansion and formulate plans to address them. Implement business retention and expansion strategies.

Economic Analysis: Report to the Board of Directors and community the state of the area economy and recommend appropriate strategies.

Community Engagement: Assume an active and visible role in organizations and activities available within the community as a representative for the Jessamine County Joint Economic Development Authority. Also represent the Authority in regional opportunities

Key Tasks

The Executive Director must have the ability to perform or manage the following tasks in order to effectively fulfill the stated responsibilities:

I. Planning and Strategy Development. Defining long and short term objectives of the organization and the community, setting priorities for the effective use of limited resources, anticipating problems, formulating and adjusting policies, and revising planning efforts as necessary. Meet with business representatives and community officials to determine overall growth and development needs and goals and to develop and support activities programs and plans.

II. Marketing: Develop a marketing plan that proactively presents the community and its economic benefits to existing and prospective employers. Establish and maintain close contact with existing and prospective employers within and outside the community in order to assist in their decision making relative to job retention, relocation and/or expansion. Prepare marketing tools for distribution to assist in attracting new opportunities. Assist potential new businesses with site analysis, including demographic, tax, fee, development and related information. Assist existing businesses with preparing marketing analysis, expansion cost analysis, financial incentive analysis.

III. Relationship Building/Public Relations: Establish and maintain a network of cooperative contacts, working with the Board of Directors, staff and members of other economic development allies and community organizations.

IV. Collaboration with Partners: Promote cooperation among economic development allies; act as a liaison with other organizations such as the Kentucky Cabinet for Economic Development, Bluegrass Alliance and Bluegrass ADD; and work with the Board of Directors in keeping local government officials duly informed of general activities of the Authority.

Skills, Knowledge and Abilities

I. Principles, procedures, and strategies of economic and community development and analysis in a local and regional environment, planning and zoning, demographics, economic trends, forecasts, and impacts, and related principles and practices.

II. Marketing and research methods, principles, and procedures. Statistical and financial analyses and presentation

III. Read and interpret economic, marketing, statistical, and analytical documents, reports, research material and information related to blueprints, survey's, and maps

IV. Prepare oral, written, and graphic reports, document, brochures and pamphlets, maps, and related planning and economic development documentation

V. Communicate effectively and establish and maintain effective working relationships with public, developers, economic development groups, and other employees.

Educational Requirements

I. Bachelor's Degree in Economic Development, Planning, or a related field; and job experience in economic development, marketing or related field; and

II. Ten to fifteen years of progressively increasing experience in economic development.

III. Any equivalent combination of experience and training which provides the knowledge and abilities necessary to perform duties of this position.