



HARDEE COUNTY ECONOMIC DEVELOPMENT COUNCIL

ECONOMIC DEVELOPMENT DIRECTOR

JOB DESCRIPTION/WORK PLAN

OVERALL RESPONSIBILITY:

Plan, organize, direct and coordinate the activities of a comprehensive economic development program, including resource identification, planning, marketing, public relations/public education activities, and land use strategies and assistance, to develop and evaluate economic development programs which attract new industry, business and investments to Hardee County; to assist existing business and industry with expansion needs; to perform related duties; and to report to and keep Council informed.

KEY RESPONSIBILITIES:

Office Administration – Planning, organizing and effectively handling office operations

- Plan, organize and direct the efforts of the Hardee County Economic Development Office.
- Review and recommend policies and procedures to ensure compliance with all regulatory agencies.

Knowledge of Work (External) – Level of understanding of all aspects of the position, economic opportunities, strategies and governing statutes/bodies.

- Be familiar with all local, state and federal codes, which may affect business, industry and investor opportunities in order to interpret, apply and explain applicable laws, codes, policies and regulations.
- Evaluate County policies and procedures which affect the business and development community and, where appropriate, identify and recommend changes.
- Understand the economy, assets and resources and all potential opportunities to improve the economic opportunities in Hardee County.

Communication - Effective listening to others, expressing ideas orally and in writing, and providing

relevant and timely information to Board, staff, public and/or prospects.

- Communicate and coordinate with the County Commission, County Administrator, and other related department and divisions of the County to develop and implement all economic development related activities, as needed, while maintaining the highest level of confidentiality.
- Establish and maintain communication and cooperative relationships with business leaders, potential developers, organizations, private and public agencies, and the general public.
- Meet with a variety of individuals and groups to provide information, enlist support, resolve issues, plan, coordinate and promote economic development programs and activities.

Teamwork – Measures how well this individual works with key stakeholders and shows a cooperative spirit.

- Identify and work with key agencies to assist in local and regional economic development efforts.
- Strategize the use of resources and encourage collaboration between city and county governments and all economic development stakeholders.

Decision Making/Problem Solving - Measures effectiveness in understanding problems and making timely, practical decisions.

- Implement and coordinate all efforts of management of the operations within operational boundaries that do not require the action or discretion of the board.
- Recognize, communicate and identify solutions for any issues to the board any issues that require board action.
- Use discretion and prudence in the day to day decision making and operation of the operation.

Financial Management - Measures effectiveness in establishing appropriate reporting and control procedures; operating efficiencies; and establishing and monitoring budgets.

- Oversee preparation and presentation of comprehensive reports to the Council, as directed.
- Ensure compliance and oversight with all budgeting, financial processes and implement additional controls or accounting practices when necessary.

Human Capital Management - Measures effectiveness in evaluating subordinates' performance; providing constructive feedback, efficient task delegation and taking appropriate and timely action with marginal or

unsatisfactory performers both internally and externally.

- Supervise, train and evaluate staff, as required.
- Provide annual evaluations of staff.
- Direct the day to day duties and delegate tasks to staff with oversight.
- Provide oversight and delegate duties on consultant or contract work, as necessary.

Independent Action - Measures effectiveness in time management; initiative and independent action within prescribed limits.

- Exercise good judgment, flexibility, creativity, and sensitivity in response to prospects, current businesses and in changing situations and needs.
- Provide support and direction on any project as appropriate.
- With discretion and within procurement guidelines, facilitate or contract any services required for the normal and usual operation of the Economic Development Council and related projects.

Job Knowledge (Internal) and Reporting - Measures effectiveness of methods, techniques and skills required in own job and related functions; remaining current on new developments affecting the EDC and its work activities.

- Attend all Council meetings and provide project updates to the board and public.
- Prepare and present comprehensive reports to the Council and any other entity, as required.
- Stay informed on all county and city related projects related to infrastructure or economic development.
- Skilled public speaker with demonstrated ability to present and provide direction and feedback.

Leadership - Measures effectiveness in accomplishing the goals of the board; delegating and coordinating effectively; setting goals and objectives and promoting innovation and team effort.

- Work confidentially and with discretion with all related projects and principals and ensure communication with board members as needed.
- Make recommendation to the board on strategy, projects, processes or related issues to the board.
- Develop goals, objectives, policies and priorities for the Economic Development Department.
- Provide coaching and encourage teamwork by board, staff and community to achieve goals.

Managing Change and Improvement - Measures effectiveness in initiating, adapting to necessary changes, identifying new methods and generating improvement in organization's performance.

- Work with all existing businesses, industry and investors to identify their needs and promote their continued growth.
- Evaluate and make recommendation on any identified areas of improvement suggested by any regulatory agency, legal counsel or contracted accounting firm.

Contact Responsiveness – Measures responsiveness and courtesy in dealing with board, staff, public, stakeholders, and vendors; and ensure that employees projects a courteous manner.

- Ensure timely response to any prospect inquiries.
- Provide requested information to prospects and contacts in a timely manner.
- Provide tours to prospects around the County as requested.

Market Study – Measure and understand the current economic climate in the community. Make recommendations for project or impact studies as needed.

- Conduct special studies and prepare comprehensive reports related to economic development issues, as required.
- Make recommendations for any contracted studies on local economy or development opportunities.

Dependability – Measures how well employee complies with instructions and performs under unusual circumstances; consider record of attendance and project follow through.

- Provide daily oversight for the effective operation of the office.
- Ensure availability and accountability to the board, projects and public.
- Follow up and provide reporting on any recommendations of the board.

Marketing/Public Relations - Strategize and implement strategy for the internal and external promotion of Hardee County to generate a favorable environment for economic development and lead generation.

- Develop marketing and promotional programs and materials to enhance the implementation of economic development activities.

- Research and identify resources which lead to prospects.
- Travel to and attend conferences that are attended by prospects.
- Engage or recommend professional services to the board as needed.

Employee's Responsiveness - Measures responsiveness in completing job tasks in a timely manner.

- Perform other related duties/tasks as assigned or may be necessary.
- Encourage communication and feedback with board members and provide updates at monthly meetings and on an interim basis as needed.
- Engage board members and other professionals in areas of expertise related to economic development projects.

Employee Acknowledgement

I have received and reviewed a copy of this job description and work plan. I understand that this work plan is subject to change or review at the discretion of the board on an annual basis.

Employee : _____

Board Chair: _____

Date: _____

ARTICLE FIVE EXECUTIVE DIRECTOR

5.01 If an Executive Director is to be hired, the Executive Director shall:

- a. be a salaried employee of the Corporation;
- b. carry out the goals and objectives as adopted by the Council Board;
- c. carry out the day-to-day operations of the corporation; and for
- d. act as the primary contact and the centralized point of information the Council Board.