Clarke County Board of Supervisors

Berryville Voting District
Mary L.C. Daniel
(540) 955-1971

Millwood Voting District
Terri T. Catlett
(540) 837-2328

Russell Voting District
Doug Lawrence
(540) 955-2144

Buckmarsh Voting District
David S. Weiss – Chair
(540) 955-2151

White Post Voting District
Bev B. McKay – Vice Chair
(540) 837-1331

County Administrator
Chris Boies
(540) 955-5175

DIRECTOR OF ECONOMIC DEVELOPMENT AND TOURISM

DEADLINE: MAY 31, 2020

Are you an innovative leader with a strong interest in promoting economic and tourism growth in a rural county which is dedicated to preserving agricultural open space? Are you a self-starter who enjoys working with small and large business leaders? Do you want to join a leadership team where you will play an integral role in making Clarke County a great place to live, work, recreate, and learn? If so, Clarke County has an opportunity for you.

Clarke County is seeking an experienced Director of Economic Development and Tourism to perform complex professional and administrative work developing and directing a broad range of tourism, marketing and business development programs, services, and activities for the County and the Town of Berryville. Work is performed under the general supervision of the County Administrator.

Candidate must have comprehensive knowledge of modern principles and practices related to the management of economic development, small business development and tourism programs; comprehensive knowledge of the principles and practices of public and business administration; ability to attract industry and business to the County and Town; ability to plan, assign and coordinate the work programs of office and technical staff; ability to prepare clear and comprehensive financial, administrative, and analytical reports; ability to communicate ideas clearly and concisely, both orally and in writing; ability to establish and maintain effective working relationships and to foster collaboration among County and Town officials, staff, businesses, and general public.

Successful candidate will have any combination of education and experience equivalent to graduation from an accredited college or university with major course work in marketing, business, agricultural science, or related fields and experience in tourism, economic development, and/or marketing, and a minimum of five (5) years of experience in economic development.

A cover letter and resume must be submitted by the deadline to Chris Boies, County Administrator, cboies@clarkecounty.gov. Visit clarkecounty.gov to view the full description.

Clarke County is an Equal Opportunity Employer.

Clarke County, Virginia | Grade Level 25 (Option B)
Revision Date May 6, 2020 | FLSA Status: *Exempt*

Director of Economic Development & Tourism

GENERAL DEFINITION OF WORK:

Performs complex professional and administrative work developing and directing a broad range of tourism, marketing and business development programs, services, and activities for the County and the Town of Berryville, serves as the primary point of contact for both entities concerning economic development and tourism matters; does related work as required. Work is performed under the general supervision of the County Administrator. Supervision is exercised over all department and contract personnel.

ESSENTIAL FUNCTIONS/TYPICAL TASKS:

Planning, directing, and supervising economic development and tourism activities; supporting existing business and industry; recruiting new business and industry including traditional agriculture, agri-business, agri-tourism, eco-tourism, recreational tourism, and cultural and historic tourism; conducting market research and analysis; promoting workforce retention and training; serving as liaison between business, industry, local, regional, state, and federal regulatory agencies; preparing and maintaining files and records.
(The following are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.)

- Departmental:
  - Directs and administers the Economic Development office; develops and administers annual department budget; monitors expenditures and maintains budget records; coordinates the procurement of goods and services related to the department in compliance with applicable procurement regulations.
  - Coordinates work activities; organizes, prioritizes, and assigns work; monitors status of work and inspects completed work; assists with complex/problem situations, provides technical expertise.
  - Applies for and manages grants for economic development and tourism activities.
- Public Bodies / External Agencies:
  - Provides professional, technical support and serves as the primary point person for:
    - Economic Development Advisory Committee [EDAC]
    - Industrial Development Authority [IDA]
      - Manages the IDA's bonding process including receiving and processing applications, presenting applications to the IDA, ensuring compliance with

state code requirements, and managing ongoing records of approved bonds in conjunction with the IDA Clerk.

- Develops and manages economic development incentive programs including the Waterloo Fee Subsidy Program.

- Serves as liaison on behalf of the County and Town and coordinates program with:
  - Appropriate local, state, and federal agencies;
  - The general public on economic development and tourism matters as appropriate;
  - Establishes and maintains effective and functional professional relationships with economic development and tourism agencies and associations including but not limited to Berryville Main Street, Top of Virginia Chamber of Commerce, Go Virginia, Virginia Economic Development Partnership, Lord Fairfax Small Business Development Center, Shenandoah Valley Travel Partnership, Virginia Department of Agriculture and Consumer Services, the Barns of Rose Hill, Berryville/Clarke County Joint Committee on Economic Development and Tourism, and Northern Shenandoah Valley Regional Commission in order to facilitate business outreach efforts.
- Attends meetings and events, serves on committees, and makes speeches or presentations as needed. Responds to questions from citizens and provides information to the public.

➢ Economic Development:

- Develops and implements long- and short-term plans, goals, and objectives for the County and Town consistent with the Clarke County Economic Development Strategic Plan and other tourism and economic development plans subsequently developed.
- Researches, compiles, and/or monitors various statistical, demographic, or administrative data; makes applicable calculations; analyzes data and identifies trends; prepares/generates reports and charts; maintains records.
- Develops and implements business development/retention initiatives. Provides technical assistance to existing businesses that are interested in expansion.
- Serves as primary point of contact for any new potential business prospects seeking to locate in the County or Town. Responsible for coordinating prospect site visits and meetings with County and Town staff and leaders.
- Serves as a facilitator for business owners to aid in navigating the County and/or Town's land use regulatory process. Responsible for understanding and conveying information on the County's and Town's zoning and permitting processes to potential new businesses and to businesses seeking to expand.

- Identify, and advocate for, needed infrastructure improvements (water, sewer, roads, broadband internet) to promote economic development activities in areas identified in the County and Town Comprehensive plans.
- Property Listing:
  - In conjunction with Town and County officials and local realtors, helps identify and maintains a current list of properties and structures available for sale or lease within the County and Town.
  - In conjunction with the Director of Public Information, ensures that this information is published online and kept up to date.
  - In conjunction with the County and Town zoning administrators, provides guidance on these properties and structures in coordination with the property owners, listing agents, etc.

- Tourism: Coordinates the overall County and Town tourism programs including the marketing of travel and tourism destinations, events, hospitality facilities, and services to tourists and travel media.
- Websites and social media:
  - In conjunction with the Director of Public Information, is responsible for developing content for various websites and social media related to the County and Town economic development and tourism efforts.
  - In conjunction with the Director of Public Information, ensures that all web and social media content is kept up to date.
- Performs related tasks as required.

KNOWLEDGE, SKILLS, AND ABILITIES:

- Comprehensive knowledge of modern principles and practices of economic development, small business development and tourism.
- Comprehensive knowledge of the principles and practices of public and business administration.
- Ability to attract industry and business to the County and the Town of Berryville.
- Ability to plan, assign and coordinate the work programs of office and technical staff.
- Ability to prepare clear and comprehensive financial, administrative, and analytical reports.
- Ability to communicate ideas clearly and concisely, both orally and in writing.

- Ability to establish and maintain effective working relationships and to foster collaboration among County and Town officials, staff, businesses, and the general public.

EDUCATION AND EXPERIENCE:

Minimum Requirements: Any combination of education and experience equivalent to graduation from an accredited college or university with major course work in marketing, business, agricultural science, or related fields and experience in tourism, economic development, and/or marketing.

Preferred Requirements: Prefer minimum of five (5) years of experience working in economic development for a municipality or a state or quasi-governmental agency associated with economic development, or in a progressively-responsible role with a private-sector economic development firm. Extensive experience with rural economic development issues, agriculture/agribusiness, tourism, and broadband internet access is desirable.

PHYSICAL REQUIREMENTS:

This work requires:

- Sedentary, requires little to up to 50 pounds of exertion
- Standing, walking, speaking, or hearing
- Using hands to finger, handle or feel, climbing or balancing, stooping, kneeling, crouching or crawling
- Reaching with hands and arms, pushing or pulling and lifting
- Repetitive motions
- Close vision, distance vision, ability to adjust focus, depth perception, color perception and peripheral vision
- Vocal communication to express or exchange ideas by means of the spoken word
- Hearing to perceive information at normal spoken word levels
- Preparing and analyzing written or computer data
- Operating motor vehicles
- Observing general surroundings and activities;
- No exposure to environmental conditions
- Generally, in a moderately noisy location (e.g. business office, light traffic).

SPECIAL REQUIREMENTS:

Conflict of Interest Disclosure
Possession of a valid state driver's license.