

# **RECRUITMENT ANNOUNCEMENT**

## **EXECUTIVE DIRECTOR BERKELEY COUNTY DEVELOPMENT AUTHORITY**

**RESUMES MUST BE SUBMITTED TO [bcdadirector@berkeleywv.org](mailto:bcdadirector@berkeleywv.org) AND WILL BE ACCEPTED UNTIL 5:00 PM, FRIDAY, AUGUST 5, 2022.**

### **GENERAL DEFINITION OF WORK:**

Responsible for the overall management of economic development activities, including planning, coordinating, marketing, and implementing business development projects, research, and all necessary supporting activities. Serves at the will and pleasure of the BCDA Board of Directors.

Provides visionary, innovative leadership, develops, and implements strategic plans, policies, and procedures. Plans and directs by designing and administering the agency budget, developing market plans and procedures, evaluating, hiring, and firing staff, integrating Board practices and standards, establishing professional relationships for issue resolution and business/community advocacy.

### **ESSENTIAL FUNCTIONS/TYPICAL TASKS:**

(These 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.)

1. Annually sets goals for the Authority to be carried out, monitored, and reported to the Board monthly.
2. Establishes economic development programs and practices that lead to private sector projects in Berkeley County that result in capital investment, job creation, expanded tax base, creative and niche development, recreation, and entertainment venues, revitalization projects, international trade/commerce, tourism efforts, and other quality developments.
3. Develop and implement a market plan, to include a comprehensive analysis of the county and a target marketing strategy. Formulate strategies necessary to attract new businesses. Coordinate marketing and public relations efforts, including, but not limited to speaking engagements, press releases, direct mail, ad placement, newsletters, interviews, articles, testimony before legislative bodies, groundbreaking, and ribbon cutting ceremonies, receptions, trade shows, visits to companies, and other marketing related efforts.
4. Responsible for on-going business retention programs. Develop and participate in programs that identify concerns and problems within the existing business community and pursue appropriate follow-up activities, i.e., regular contact via one-on-one visits, telephone, e-mail, etc.
5. Serves as the BCDA's representative on committees, boards, agencies and organizations, as appropriate, to develop strategies and policies, representing economic development issues and balancing their respective needs with economic development practices.
6. Plans and acquires buildings and sites by serving as a liaison between the BCDA and private sector development by negotiating comprehensive development agreements, contracts, evaluating fiscal impacts, communicating decisions, and presenting verbal and written reports and agreements to the Board. Acts as liaison to real estate and development firms, utilities, railroads, financial institutions, attorneys, architects, engineers, and all other professionals.
7. Assists businesses with county and city permit issues.
8. Fosters a strong working relationship between the Development Authority and the staff of the WV Economic Development Authority; maintains close communication between the Authority and Berkeley County Council, the City of Martinsburg-Berkeley County Chamber of Commerce, the Morgan County Development Authority,

- the Jefferson County Development Authority, developers, corporate leaders, business owners, public school officials, public entities, and citizens.
9. Supports BCDA activities, preparing meeting agendas, orientation programs, strategic plans, monthly activity reports, and related record keeping.
  10. Supervises all BCDA staff, either directly or through subordinate supervisors. Directs, suggests, assigns, and reviews research projects. Provides a work environment that motivates, coaches, and mentors' employees to perform their best.
  11. Responsible for fiscal affairs of the Development Authority.
  12. Performs other duties as assigned.

**KNOWLEDGE, SKILLS & ABILITIES:**

1. Work requires the ability to read, write, and comprehend complex legal documents, development agreements and contracts, executive business letters and communications, development-related documents, master plans, design guidelines, construction site plans, budget documents, business magazine, marketing documents, journals, newspapers and technical reports, strategic or operational plans.
2. Work requires the ability to perform moderately complex math calculations such as addition, subtraction, division, college algebra, and statistics.
3. Work requires public and persuasive speaking skills in settings that include the Berkeley County Council, the City of Martinsburg, general public, organizations, associations and other audiences.
4. Work requires managing, monitoring, and supervising work performance of BCDA staff including evaluating program/work objectives and effectiveness, and establishing broad organizational goals.

**EDUCATION AND EXPERIENCE:**

1. Any combination of education and experience equivalent to a Bachelor's degree from an accredited college in Economics, Geography, Marketing, Urban Planning, Business or Public Administration, or closely related field;
2. Six years' experience in economic development practices, four of the six years must be progressive management experience.
3. Economic Development Institute Graduate preferred but not essential.

**PHYSICAL REQUIREMENTS:**

This is sedentary work requiring the exertion of up to 10 pounds of force occasionally, and a negligible amount of force frequently or constantly to move objects; work requires reaching, fingering, and repetitive motions; vocal communication is required for expressing or exchanging ideas by means of the spoken word; hearing is required to perceive information at normal spoken word levels; visual acuity is required for preparing and analyzing written or computer data, operation of machines, determining the accuracy and thoroughness of work, and observing general surroundings and activities; the worker is not subject to adverse environmental conditions.

**SPECIAL REQUIREMENTS**

1. Valid West Virginia Driver's License or ability to obtain with one month of hiring.
2. Experience working with or in interstate communities strongly desired.
3. Ability to work evenings and weekends as required.

**BERKELEY COUNTY DEVELOPMENT AUTHORITY IS AN EQUAL OPPORTUNITY  
EMPLOYER**