

The Siouxland Initiative (TSI)

Job Description: *Director of Economic Development & Workforce Solutions* Position Summary

Reports to: President / Executive Vice President **FLSA Status:** Salaried **Approved:** March 2018

A professional position responsible for both *Economic Development* and *Workforce Solutions* in the tri-state area of Iowa, Nebraska and South Dakota. Responsibilities include overall leadership and execution related to economic development and workforce solutions, to specifically include business retention, recruitment, and entrepreneurial initiatives, as well as implementing the strategic workforce solutions plan to address workforce issues, creating a model for industry-led workforce development, recruitment of employees, and maintaining a skilled labor force. This position will also work to increase the number of TSI investors by retaining existing and recruiting new TSI contributors / supporters. The *Director of Economic Development & Workforce Solutions* is employed by The Siouxland Initiative (TSI) and reports to the *President* and / or *Executive Vice President* of TSI, while working in concert with all staff personnel.

Essential Duties and Responsibilities

- **Supporting role for regional Economic Development strategies and tactics, as well as communication efforts to include;** responding to RFPs and RFQs, coordinating incentive packages, prospect communication, Site Selector / Corporate Real Estate executive interface, briefing Board of Directors and internal TSI leadership.
 - Outstanding sales and communication skills leading to increased and enhanced employment opportunities throughout the region. Ability to both identify and create economic development opportunities, follow-up with prospects, maintain communication, and successfully close projects by securing relocation / expansion.
 - Lead generation, responding to lead inquires, preparing responses to RFPs and RFQs, researching potential prospects, creating and delivering presentations. Work both independently and as part of a team.
 - Ability to cultivate, nurture, and build outstanding personal and professional relationships with diverse groups of people to include Board Members, fellow staff, corporate decisions makers, local media (TV, radio, print), regional economic development partners, industry magazine publishers, editors, writers, etc.
 - Marketing and promotion of Siouxland to include both internal and external marketing initiatives, as well as attending economic development related conferences, workshops, and meetings, etc.
- **Primary responsibility for Workforce Solutions including connecting talent, opportunity and education.** Partner with all stakeholders to implement an overall workforce strategy, as well as the individual tactics necessary to achieve specific and measurable objectives.
 - Evaluate and establish workforce programs relevant to the needs of local industry and employers.
 - Build upon the existing talent pool within the Siouxland region to support current workforce needs and anticipate future workforce requirements in the tri-state area.
 - Collaborate with educational partners to develop education and mapping programs / tools to direct students from high school into vocational programs with community colleges / technical schools, then into critical roles with local businesses.
 - Partner with regional universities, community colleges, trades schools, and high schools to provide the training and education needed to support the existing and emerging workforce needs of local employers.
 - Work with area businesses to create and coordinate internships / job shadowing / co-op experiences, etc.
- **Market the new workforce initiative to local employers in cooperation with all local media partners.**
 - Work with print / television / radio / billboard / social media to broadly promote the workforce initiative.
- **Establish ongoing relationships with regional Human Resources professionals, elected officials, Iowa Works, and other regional / state workforce development organizations, economic development professionals, labor organizations, SCGO, supportive and interested third party organizations, etc.**
- **Economic Development / Workforce Solutions Overlap**
 - Identify and define any obstacles to businesses and individuals relocating.
 - Promote factors that make Siouxland an attractive place to live and address any deficiencies.
 - Identify reasonable and well-maintained housing, including rental / apartment options and public transport.
 - Participate in annual *Synchronist* business retention meetings with MidAmerican Energy.

Competency

To perform the job successfully, an individual should demonstrate the following competencies:

- Must be a **motivated, energetic, and creative self-starter** who demonstrates **tremendous personal initiative** and requires **limited direct supervision**.
- Capable of working independently with the ability to seek direction, assistance, and support when needed.
- Able to develop an overall strategy and associated tactics to accomplish specific and measurable goals.
- Knowledge of economic development recruitment and retention, as well as individual recruitment and retention practices, as well as current workforce conditions.
- Aptitude to analyze statistical data and draw logical conclusions.
- Effective communicator with the capacity to present ideas clearly, both orally and in writing.
- Ability to establish and maintain effective working relationships with business executives, human resources professionals, site selectors, corporate real estate officers, elected officials, public sector leaders, educational institutions, media, labor organizations, and the public.
- Appropriately discreet with the ability to handle sensitive information and maintain confidentiality.
- Familiarity with contemporary office practices, procedures, and equipment.

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills, and abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Bachelor's degree (B.A. or B.S.) from an appropriately accredited four-year college / university or directly relevant experience and / or training in a related field such as Economic Development, Workforce Development, Human Resources, Education, Management, Communications, Military or an equivalent combination of education and experience. Must have working knowledge of communication techniques and methods, as well as the ability to manage and maintain complex and dynamic business / political relationships.

Organizational Skills

- Ability to multi-task and organize all relevant data, while adhering to multiple timelines.
- Build and maintain relationships, as well as organize and host regular meetings with various stakeholder groups to include business executives / decision makers, human resource professionals, higher education, K-12 education, labor organizations, young professional groups, tri-state municipalities / counties, local media, and the regional Economic Development Partners group.

Communication Skills

- Must possess superb oral and written skills to communicate information and ideas.
- This individual must be a skillful influencer who can facilitate collaboration and build consensus amongst parties with differing agendas and goals.
- Ability to read, analyze, and interpret complex information. Proficiency in writing reports and business correspondence. Ability to effectively present information in a customized format and respond to questions from groups of clients, investors, media, and the public both orally and in writing.
- Working knowledge of leading social media platforms and ability to effectively utilize them.

Reasoning Ability / Analytics and Computer Skills

- Capable of recognizing, defining, and solving problems. Aptitude for collecting data, establishing facts, and drawing valid conclusions. Working knowledge of Microsoft Excel, Microsoft Word, and Microsoft PowerPoint.

Perform other such duties and functions as are necessary. Occasional travel required.