

## Economic Development Specialist

Reports to: Deputy Director  
 FLSA Classification: Exempt  
 Approved By: Deputy Director  
 Revision Date: October 2021

### SUMMARY

The Economic Development Specialist, as a key member of the Business Recruitment and Expansion (BRE) team, works closely with the Deputy Director and the Business Recruitment Specialist to facilitate business investment and job creation in Racine County. The Economic Development Specialist conducts outreach to Racine County businesses to understand business needs and connects them with financial, technical and talent resources to grow their business. The Economic Development Specialist works with local municipalities to implement community development projects, including but not limited to community promotion, program development, business engagement, and placemaking initiatives. The Economic Development Specialist serves as RCEDC's talent expert, staying informed about workforce trends and engaging with RCEDC's educational and workforce partners to develop and promote tactics that attract, develop, and retain talent in Racine County.

ESSENTIAL DUTIES AND RESPONSIBILITIES	% of Time
<p><b>1. Outreach</b></p> <ul style="list-style-type: none"> <li>A. In partnership with the Deputy Director and other staff, conduct outreach to Racine County businesses to understand local business trends and inform businesses of RCEDC and partner resources.</li> <li>B. Engage employers through business call visits and relationship development to understand talent attraction, development and retention practices. Share talent resources, including informing them of the Greater Racine County (GRC) talent marketing initiative, which includes business profiles, job board, and digital marketing.</li> <li>C. Manage and coordinate RCEDC's strategic talent advisory roundtable which includes HR partners at key Racine County Businesses.</li> <li>D. Engage with talent considering relocation to Racine County, coordinating request for information with the Greater Racine County Ambassador group.</li> <li>E. Initiate and manage talent focused events to address key issues faced by Racine County businesses to retain, develop and attract workforce. Events may include Living As A Leader Leadership Development Series, talent briefings, and other presentations.</li> </ul>	50%

<p><b>2. Talent Expert</b></p> <ul style="list-style-type: none"> <li>A. The Economic Development Specialist serves as the talent expert on staff to ensure RCEDC’s staff have access to labor force data, training resources, educational opportunities, wage rates, and other materials needed to address talent inquiries, data requests, and prospect presentations.</li> <li>B. Develop and maintain comprehensive list of talent resources and data sources available at the local, regional, state, and federal level.</li> <li>C. Develop and maintain relationships with key workforce and education partners to stay informed about programs, priorities, and initiatives.</li> <li>D. Work with RCEDC’s marketing staff and Deputy Director to update the GRC website and community guide to meet the needs of talent relocating to Racine County. Identify relevant materials to post and share via the RCEDC and GRC social media channels and newsletters.</li> <li>E. Collaborate with RCEDC’s marketing staff to develop ideas and content for talent centric videography projects that highlight diverse stories of Racine County businesses and professionals.</li> </ul>	<p>30%</p>
<p><b>3. Community Development and Other Related Tasks</b></p> <ul style="list-style-type: none"> <li>A. Support Deputy Director and Business Recruitment Specialist in managing and undertaking community contract activities with the eight municipalities contracting with RCEDC for economic development services. Efforts may include community promotion, program development, business engagement and project meetings, and placemaking initiatives.</li> <li>B. Attend designated communities’ monthly, event meetings as needed.</li> <li>C. Assist with semi-annual community contract presentations and monthly community communications.</li> <li>D. Participate in other project assignments as directed by the RCEDC Executive Director and Business Development Manager.</li> <li>E. Attend Leadership Council and staff meetings as required.</li> </ul>	<p>20%</p>
<p><b>CORE COMPETENCIES</b>          RCEDC employees are expected to acquire certain skills and knowledge over time so that these skills evolve into competencies. The RCEDC views these competencies as critical to performing within the various positions. As such, RCEDC has determined that the following competencies are significant for professional staff:</p> <ul style="list-style-type: none"> <li>1. <b>Analysis and Decision-Making Skills</b> – Make effective decisions and solve problems in complex or ambiguous situations by gathering, diagnosing and judiciously analyzing the information about the situation and environment in order to identify and evaluate options and select the best course of action.</li> </ul>	

2. **Industry Understanding** – Aware of and interested in the economic development industry that includes an in-depth learning of this service area with a goal to develop professional capabilities.
3. **Leadership and Influence** – Inspire and influence by communicating a compelling vision of the future, conveying an executive presence (e.g., confidence, poise, connecting with others, etc.) and being sufficiently agile and self-assured to lead others effectively.
4. **Relationships and Teaming** – Effectively build relationships with individuals and teams across the organization and external partners by being inclusive, considerate and responsive to the needs of others; by communicating effectively, collaborating with others and sharing resources; and by being receptive to feedback.
5. **Responsibility and Achievement** – Demonstrate initiative, commitment to excellence, and effective self-management skills, including integrity, ethical behavior, responsibility, dependability and follow through.
6. **Communication Skills** – Effectively communicates through verbal and written media to stakeholders.

## **KNOWLEDGE, SKILLS AND ABILITIES**

### Education:

- Bachelor's degree in business related field or equivalent experience.

### Certificates:

- Valid driver's license with verification of appropriate insurance coverage.

### Experience:

- Working knowledge of economic development programs, principles and practices;
- Knowledge and understanding of various local, state and federal programs available to businesses with an emphasis on talent and workforce resources;
- Commitment to promoting and improving Racine County;
- Possess strong problem solving, critical thinking, systems and process development, sales and communications skills with an emphasis on effective interpersonal skills to work with varying levels of professionals, such as talent considering relocating to Racine County, public officials, board members, community members, staff, and business owners;
- Ability to maintain a high degree of professionalism, confidentiality, flexibility and initiative;
- Demonstrated project management expertise in managing and leading multiple projects requiring specific deadlines that may often result in a high stress environment;
- Ability to work independently, effectively analyze and problem solve issues, and exercise good judgment in making a variety of decisions;
- Superior presentation and writing skills with proficiency in word processing, spreadsheet, and presentation software.

### Equipment:

- Operate a variety of office machines and equipment to include computer, scanner, fax machine, telephone, copy machine and calculator.

## **WORK ENVIRONMENT**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of the job. Reasonable

accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Physical Demands:**

- Some standing, walking, sitting, stooping.
- Some kneeling, crouching, balancing and bending/twisting.
- Some lifting, carrying, pushing/pulling to a maximum of 25 pounds.
- Sitting for long periods of time.
- Fine motor skills.
- Tolerance of noise and odors from various office machines.
- Driving to various locations as required by meetings, appointments, etc.

**RCEDC is an AA/EEO employer:** All applicants will receive consideration for employment without regard to race, color, national origin, religion, sex, sexual orientation, gender identity/expression, disability, or protected veteran status. Individuals from diverse backgrounds are encouraged to apply.