

ECONOMIC DEVELOPMENT REPRESENTATIVE

Nature of Work

Under general supervision, this is experienced level industrial development work resulting in the relocation and expansion of businesses in the state (1) by the identification and prospecting of businesses targeted for relocation and expansion in the state; (2) by the development, coordination and closure of industrial development opportunities; (3) by the development and coordination of a variety of local industrial development partnerships and other initiatives and (4) by promoting foreign investment in the state and the development of foreign markets for state products and services. The incumbent may be responsible for a specific geographic region or project at the appropriate level or in a product/specialty area. Extensive state, national and some international travel may be required.

Examples of Work

IN THE MARKETING SPECIALTY AREA:

Markets the State of West Virginia and its communities to targeted business and industry as defined in the Blueprint of Jobs or as determined by the agency including contacts with targeted business groups, on-site visitations, dissemination of information about West Virginia, follow-up activities, closure, and turnover to the Industrial Development Representatives. Acts as a resource for the specific business lead developed during the marketing/prospecting state.

Works with the research staff to develop target market information and prospect identification through various screening and qualifying activities.

Develops a complete understanding of the economic, demographic and social data of the state such as transportation systems, manufacturing and industrial facilities, raw materials, utilities, labor force characteristics, community, government and business leadership, schools, financial organizations, and recreation potential.

Develops and maintains contact with local and national economic development, marketing, civic, business, governmental and association agencies in an effort to ascertain the needs of prospects and the resources available to them.

Develops a full understanding of marketing principles and the marketing program developed by GOCID.

Maintains a schedule of contacts and reports to include itineraries, trade show prospect list, weekly itineraries, 30-60-90 performance plans, travel log, expense reports, and activity briefings. Plans and develops advertising and promotional material for trade publications, trade shows and exhibits.

Represents the state business and manufacturing exhibitions and trade shows to promote the business development efforts of the state.

IN THE INDUSTRIAL DEVELOPMENT SPECIALTY AREA:

Collects and analyzes information on the economic and industrial factors in the area, such as transportation systems, manufacturing and industrial facilities, raw materials, utilities, labor force characteristics, community, governmental and business leadership, schools, recreation facilities, and financial institutions.

Develops and maintains contacts with local, regional and national industrial developers, chambers of commerce, governmental leaders, business leaders and community organizations to ascertain the economic and industrial needs of prospective clients and the availability of facilities and resources to meet those needs.

Supplies prospective industrial clients with economic and demographic data on available land, facilities and financing to encourage location or expansion of industry in the state.

Plans itineraries for and escorts prospective industrial clients on tours of available plant sites and facilities for their consideration.

Develops and negotiates a financial package with banks, business groups and government agencies to facilitate the location or expansion of industry in the state.

Represents the state at business and industrial exhibitions and trade shows to promote the economic assets of the state.

IN THE PARTNERSHIP FOR PROGRESS SPECIALTY AREA:

Coordinates economic development partnership activities, meetings and projects at the local level.

Develops and monitors the use of federal, state and private funds for economic development projects.

Represents the state at local economic development activities; confers with local media on PARTNERSHIP activities.

Monitors economic development activities in the geographic region.

IN THE INTERNATIONAL TRADE SPECIALTY AREA:

Assists in evaluating potential foreign markets for state products and services.

Assists in organizing trade missions and in coordinating state participation in foreign trade fairs.

Assists in developing presentation to foreign officials to stimulate interest in state products and services.

Advises local industrial development boards, chambers of commerce, business and community leaders on foreign investment opportunities and export potential.

Assists in providing technical assistance to industrial development representatives on foreign investment and export potential.

Knowledge, Skills and Abilities

Knowledge of business marketing principles and techniques, sales management and promotion.

Knowledge of markets and outlets for state products and services.

Knowledge of the field of economic development.

Knowledge of the production, manufacturing and distribution requirements of major industries.

Knowledge of the factors influencing business expansion and location.

Knowledge of the economic business, demographic, and social structure of the state.

Knowledge of the regulatory and taxation environment of the state.

Knowledge of the factors influencing the expansion and location of businesses.

Ability to interact tactfully and easily with local, national and international corporate executives, industrial and governmental officials and the public.

Ability to develop economic development strategies for the state or product area.

Ability to represent the agency and state at the state, national and international level.

Ability to work effectively under pressure.

Ability to read, comprehend and analyze technical materials relating to business and industry, natural resources and trade regulations.

Ability to speak effectively before state, national and international groups to promote the state.

Minimum Qualifications [\[Top\]](#)

Training:

Graduation from an accredited four-year college or university with a major in industrial development, business administration, economic geography, marketing, economics, planning, finance, or related areas.

Substitution:

One year of qualifying experience as described below may substitute for the required major.

Experience:

Two years of full-time or equivalent part-time paid professional experience in industrial development, economic research, marketing or economics.

Substitution:

Graduate training from an accredited college or university in industrial development, business administration, economic geography, marketing, economics, finance or planning may substitute for the required experience on a year-for-year basis.

PROMOTION ONLY:

Full-time paid experience as an industrial development representative may substitute for the required training at the rate of one year of relevant experience for two years of training and one year for the major.

Established: 10/6/93

Revised: 5/8/91, 8/28/91, 10/6/93, 3/17/10

Effective: 3/17/10