

Economic Development Representative, Senior

Nature of Work

Under general supervision, this is advanced level economic development work resulting in the relocation and expansion of business and industries in the state (1) by the identification and prospecting large businesses having a major social economic impact on the state requiring complex negotiations at the highest levels of the corporate structure; (2) by the development, coordination and closure of major industrial development prospects characterized by highly sensitive, negotiations and complex financial and commercial real estate packages; (3) by the development and coordination of local industrial development partnerships and other initiatives with major impact on the local and state economies; and (4) by promoting major foreign investments in the state and the development of major new 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 international travel may be required.

Examples of Work

IN THE MARKETING SPECIALTY AREA:

Performs complex and sensitive marketing of the state and its communities to targeted business and industry as defined in the Blueprint for 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 stage.

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

Develops a complete understanding of the economic, demographic and 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, national and international 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 marketing program developed by the state.

Develops a working knowledge of the production, manufacturing, and distribution requirements of major industries.

Maintains a schedule of contacts and reports to include itineraries, weekly itineraries, trade show prospect list, 30-60-90 performance plans, travel log, expense reports, and activity briefings.

Economic Development Representative, Senior**Examples of Work - cont'd.**

Plans and develops advertising and promotional materials for trade publications, trade shows and exhibits which require professional marketing and promotional procedures and techniques.

Represents the state at local and national 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 complex 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, national and international 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 complex financial package with banks, business groups and government agencies to facilitate the location or expansion of major industries 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 complex economic development partnership activities, meetings and projects at the local level.

Develops and monitors the use of federal, state and private funds for major 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:

Evaluates potential foreign markets for state products and services.

Organizes trade missions and in coordinating state participation in foreign trade fairs.

Develops presentations to foreign officials to stimulate interest in state products and services.

Economic Development Representative, Senior**Examples of Work**

IN THE INTERNATIONAL TRADE SPECIALTY AREA: contd.

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

Acts in a consultant role to industrial development representatives on foreign investment and export potential.

Knowledges, 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 factor influencing the expansion and location of businesses.

Ability to interact tactfully and easily with local, national and international corporate executives, industrial and government 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

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

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

EXPERIENCE Five 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.

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Minimum Qualifications - cont'd.

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: 12/20/90
Revised: 8/28/91, 9/16/93
Effective: 10/16/93