

ElectriCities of North Carolina, Inc. Strategy and Services Division

Senior Economic Developer – Commercial

Location: Raleigh, NC

I. Introduction

The Economic Development Department is charged with planning and carrying out activities intended to assist North Carolina's public power communities with growing their local economies and adding new load to their electric systems. The Senior Economic Developer – Commercial furthers these efforts through building key relationships and maximizing marketing efforts to enhance commercial economic investment in member communities.

II. About ElectriCities

ElectriCities of North Carolina, Inc., is the membership organization that provides power supply and related critical services to over 90 community-owned electric systems in North Carolina, South Carolina, and Virginia—collectively known as public power. ElectriCities manages the power supply for two power agencies in North Carolina and provides technical services to assist members in operating their electric distribution systems. ElectriCities also helps these locally owned and operated public power providers thrive today and in the future by delivering innovative services, including legislative, technical, communications, and economic development expertise.

II. Major Duties and Responsibilities

- A. Develop and maintain a list of real estate brokers, consultants and real estate development firms in support of ongoing marketing, communications and relationship building for public power members.
- B. Assist in the selection of companies, development of materials and coordination for direct mail and digital marketing projects and recruitment programs to include trade shows and events outlined in the ED Business Plan as related to commercial development. Follow up with clients in a timely and relevant manner and maintain records on prospects in an approved database, currently Executive Pulse.
- C. Work with the Chambers of Commerce and/or Economic Development Commissions in our member communities in the recruitment of retail, downtown and other commercial development.

- D. Maximize marketing efforts by concentrating on retailers, restaurants, hotels, shopping centers, specialty shops, big box retailers, etc. that can successfully operate in our member communities.
- E. Effectively position member communities for commercial investment..
- F. Develop key strategic partnerships and account-specific strategies using demographic analyses and site analyses through a variety of software platforms.
- G. Support the senior leadership team with forward-looking assessments for other commercial growth opportunities.
- H. Maintain accountability for and work within approved budget and work plan objectives.
- I. Assist with management of economic development grants and programs.
- J. Foster an environment of teamwork in order to effectively coordinate with other ElectriCities departments and personnel in the development of programs and services for ElectriCities' members.
- K. Perform other duties as may be assigned.

III. Controls

The incumbent has overall responsibility for the collection and maintenance of the large amount of data necessary to create an effective Power Agency strategic retail / commercial development program and is directly accountable to the Manager, Economic and Community Development, who provides broad objectives at times without detailed instructions for the incumbent to work within. Time sheets, vacation time, sick leave, etc., will be reviewed by the Manager, Economic and Community Development. This position is exempt from the overtime provisions of the Fair Labor Standards act.

IV. Physical Requirements

- A. The Senior Economic Developer – Commercial must maintain the physical condition necessary to perform tasks in an office setting such as operating a personal computer, keyboard, and other peripheral equipment. Travel within the state of North Carolina is required. Periodic travel within the U.S. is also required for business and development purposes. Travel will be approximately 70 percent outside the office.

V. Qualifications

- B. The Senior Economic Developer - Commercial should possess an undergraduate Bachelor of Science or Arts degree from a four-year college or university. A degree in business, , marketing, or economics is desirable. Three to five years of related business and/or economic development experience is required.

- C. Should be familiar with retail, downtown and commercial development activities; be flexible and able to accommodate short, client-imposed deadlines, which may require efforts outside of normal business hours; be thoroughly familiar with personal computers and relational databases, word processing and graphics, and communications software; be familiar with using on-line databases and conventional references; and have the ability to communicate clearly in written and verbal form.
- D. The incumbent must be willing to travel and have the ability to work with the staff of member municipalities and local and state development organizations. Travel will be approximately 70 percent outside the office. The individual should be self-motivated and able to begin and complete projects without supervision.

We offer challenging and rewarding careers in a family-friendly culture, a competitive compensation, benefits, and rewards package, as well as career development opportunities. ElectriCities is an Equal Opportunity Employer.