



POSITION ANNOUNCEMENT

DIRECTOR OF MARKETING, BUSINESS RETENTION, EXPANSION AND RECRUITMENT (BR&E)

Responsible to develop, maintain, strengthen relationships, and internal and external marketing of the organization.

PRIMARY DUTIES/RESPONSIBILITIES

1. Collaborate with Company Talent Development staff on workforce needs for new company locations and local expansions.
2. Lead existing business retention and expansion programs, marketing and social media programs, including an aggressive company visitation plan coordinated with the local economic development partners.
3. Participate in collaborative workforce development initiatives including frequent meetings with employers and educational facilities to assist in connecting training programs with industry.
4. Oversee creation and maintenance of an online data base featuring job opportunities of local employers and information gathered on visits and surveys.
5. Identify and assist companies with expansion plans and those at risk of possible closures or downsizing and communicate quickly, openly, and honestly with the Executive Director of DCOS.
6. Build Strategic partnerships with hiring managers to fully understand the staffing needs for business.
7. Work with local partners to provide business workforce education, training, technology, and solutions to the region's primary companies.
8. Educate employers, business/community leaders about DCOS workforce solutions programs.

OUR IDEAL CANDIDATE:

The ideal candidate will possess experience, knowledge, and skills in the following areas:

1. Business retention, workforce development, talent acquisition, and human resources related to economic development.
2. Document contacts and activities and provide weekly, monthly, quarterly, and annual reporting for the Board meetings and the annual plan of work preparation.
3. Experience developing recruitment plans (Marketing, advertisements, type of person parameters, resources).

4. Assigned performance contracts and corresponding tax abatements agreements.
5. Building and fostering meaningful relationships with influencers in position to influence growth and expansion investment.
6. Solid negotiation skills in a broad range of project-related and administrative functions.

The ideal candidate will have in-depth knowledge of and experience developing and sustaining educational and training programs and initiatives that support business retention and workforce solutions.

As DCOS's primary liaison for business retention and workforce matters, new technologies, and services, the successful candidate will work with internal and external stakeholders to coordinate strategic educational and training initiatives and innovations to provide high-quality, cost-effective, sustainable programs that accommodate the workforce needs and expansion opportunities of major businesses within Snyder, Texas.

QUALIFICATIONS

1. At least three years of progressive work experience in business retention and/or workforce development.
2. Bachelor's degree and/or equivalent work experience in industry related field.
3. Webpage, social media, and account management experience a plus.
4. Previous sales/client management experience is a plus.

TO REPLY

Please email resume and cover letter by March 23, 2021 to:

Human Resources

Development Corporation of Snyder

2514 Ave R

Snyder, Texas 79549

doug@growsnyder.com