

# Virginia's Heartland Regional Economic Development Alliance (VHREDA) Executive Director Job Description

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**Title:** Executive Director

**Organization:** Virginia's Heartland Regional Economic Development Alliance

**Supervisor:** VHREDA Board of Directors

**Salary:** \$95,000 to \$125,000

**Located:** Office in SEED Innovation Hub in Farmville, Virginia

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## **General Statement of Job**

The Executive Director of the Virginia's Heartland Regional Economic Development Alliance (VHREDA) is a visionary leader dedicated to driving sustainable economic growth across six counties of Virginia (Buckingham, Charlotte, Cumberland, Lunenburg, Nottoway, and Prince Edward). This role involves fostering dynamic relationships between private businesses, community stakeholders, and government entities to create an environment ripe for business retention, expansion, and new ventures.

## **Specific Duties and Responsibilities**

**Essential Functions** include the following, together with other projects and duties as assigned:

### **Strategic Leadership**

Envision and demonstrate the potential for economic development efforts tied to strategies across member localities, equity, and sustainability to stimulate growth in this region.

Set and achieve measurable economic development goals, including job creation, business retention rates, and regional investment growth. Maintain excellent documentation for reporting to the Board.

Proactively explore and create initiatives, programs, and development opportunities to inspire growth and establish a strong workforce in the region.

Develop strategic partnership opportunities across local, regional, and statewide organizations, which expand economic activity and economic opportunity. Include partnerships based on funding opportunities, in-kind partnerships, initiatives, or development opportunities.

Recognize new areas and trends where the VHREDA can provide services both to assist localities, K-12 schools, and higher learning institutions to increase revenue indirectly by producing a larger tax base which will generate additional revenue.

Help identify new areas and trends to assist the region's existing businesses to expand, contributing positively to the economic base of the region.

Create opportunities in sectors such as advanced manufacturing, technology, or agribusiness.

Grow with the organization professionally through networking or certifications.

Maintain the highest level of professionalism and dedication modeling strategic use of time and resources to the benefit of the VHREDA service area.

### **Partnership Development**

Work with, and regularly communicate with, organizations whose missions are centered on entrepreneurial support, ensuring a cohesive plan to support entrepreneurs.

Build and maintain relationships at the local and state level that will lead to the development of regional cooperative programs which improve the economic outlook of the region.

Identify and capitalize on opportunities to further partnerships between applicable state and federal agencies, VHREDA members, and adjoining areas.

Participate in applicable outside committees and boards.

Provide advice and technical assistance to the other VHREDA partner organizations.

Manage VHREDA communications.

Ensure that all partnerships and programs are developed with an emphasis on equity and inclusion, promoting opportunities that benefit the diverse communities in the region.

Foster relationships with diverse community leaders to ensure that economic development efforts reflect the needs and goals of all stakeholders.

### **Financial Management**

Encourage the Private Investment Campaign to support the continued growth of the VHREDA.

Developing and managing the annual budget for the VHREDA.

## **Program and Grant Management**

Identify economic opportunities and provide oversight and associated grant proposals and applications, contracts, and other necessary documents that align with local and regional economic development plans.

Facilitate a results-driven culture aligning established priorities with performance measures.

Assist the local government and the CRC in the timely research and writing effective grant proposals to aid in regional development.

## **Knowledge, Skills, and Abilities:**

The preferred candidate will have diverse experience and knowledge of economic development that should be reflected in multiple areas, such as capital investment, workforce development/job creation, incentives, entrepreneurial and business startups, business accelerators, public-private partnerships, business administration and economics.

Extensive experience developing and managing successful public-private partnerships to drive regional growth.

Ability to work independently and as a contributing member of VHREDA within established time and budget constraints.

Exhibit excellent written and oral communications skills.

Demonstrate a record of strong leadership capabilities.

Proven record of collaboration.

Validate capacity for creative thinking.

Exhibit strong planning and management skills.

Demonstrate knowledge of the theory, principles and practices of economic and community development and project management.

Ability to communicate complex ideas effectively both orally and in writing.

Have the flexibility to change when responsibilities change based on organizational growth.

## **Education and Experience**

Bachelor's Degree from an accredited four-year college or university with major coursework in economic development, government, public administration, entrepreneurial or equivalent combination of education and experience. Master's Degree and professional certifications preferred.

Preferred a minimum of five years of progressively responsible leadership experience in the field of economic development, community development, regional cooperation, planning, public administration, private sector development or government relations, or any combination thereof.

Professional certifications: the Certified Economic Developer (CEcD) and/or Economic Development Finance Professional (EDFP) are desired.

Demonstrated experience collaborating with rural communities, private sector businesses and institutions, and state government.

Acceptable driving record and ability to obtain a valid driver's license issued by the Commonwealth of Virginia.

### **Physical Conditions and Work Environment**

Work is normally performed in an office environment in a seated position; regularly required to use fingers and hands to operate computer and other equipment and to gather, sort and process documents; regularly required to talk and hear; is occasionally required to stand, walk, and to lift or moving objects of up to 20 pounds; and requires close vision and ability to adjust focus. Occasional overnight travel for community visits and travel outside of the area or the state for participation in regional events. Occasional remote work opportunities may be available depending on the needs of the organization.

**Please submit resume to the Commonwealth Regional Council, 200 Heartland Rd., Keysville, VA 23947 or send it by email to [cjackson@virginiashartland.org](mailto:cjackson@virginiashartland.org). For questions please contact: Christin Jackson, Executive Director, Commonwealth Regional Council 434-392-6104 ext. 202.**