



LAKE RED ROCK: Iowa's Largest Lake



PELLA: America's Dutch Treasure



KNOXVILLE: Sprint Car Capital of the World

MARION COUNTY DEVELOPMENT

SEARCH FOR

ASSISTANT DIRECTOR



PROGRESS DRIVEN 

MARION COUNTY, IA

Marion County, Iowa, population 33,380, is located 45 minutes from the Des Moines metro. The county seat is Knoxville, Iowa and the largest town is Pella, Iowa. There are two four lane highways that run through the county as well as being home to Iowa's largest lake: Lake Red Rock. Each year, travelers spend over \$55 million in the county which hosts two major events: Pella Tulip Time Festival and Knoxville Sprint Car Nationals. Marion County ranks in the top 1% of US counties for percentage of jobs in manufacturing with nearly 8,500 manufacturing sector jobs. Top employers include Pella Corporation, 3M, Vermeer, and Weiler.

THE OPPORTUNITY

Marion County Development (MCD) has successfully navigated the economic landscape over the past thirty years through innovative initiatives and partnerships. Now, we are seeking to expand our team to achieve even more with a new Strategic Plan. This position will play an instrumental role in shaping the strategic vision into action. In tandem with the MCD Director, this position will help set the trajectory for Marion County's economic future. The ideal candidate will possess an entrepreneurial spirit combined with a track record for leading economic growth.

PURPOSE OF POSITION:

The Assistant Director of Marion County Development (MCD) is responsible for providing project management, administration assistance, and technical marketing skills to the programs of Marion County Development. It is important that the MCD Assistant Director be able to interact with people in a professional manner and possess a positive attitude. The MCD Assistant Director needs to be able to work independently as well as with a collaborative team of stakeholders. This new position has been created as part of MCD's Strategic Plan.

ESSENTIAL JOB FUNCTIONS:

BUSINESS

- Build collaborations to help improve the business climate
- Implement the existing business retention and expansion call program
- Assist in connecting businesses to resources, implementing the MCD Business Attraction Marketing Plan, analyzing business data and planning the Red Rock StartUP! Pitch Event and Young Entrepreneur Awards

TRANSFORMATIONAL

- Work with public and private organization to address critical infrastructure needs
- Research industrial site information, financial incentives and best practices for business attraction
- Support in the implementation of the 2024 Marion County Housing Study
- Help with communications to stakeholders regarding grant opportunities for infrastructure projects in housing, broadband, child care and other areas

TALENT

- Assist implementation of the MCD Talent Attraction Marketing Plan
- Manage Leadership Red Rock, a 5-session leadership development class
- Facilitate the TOP 10 UNDER 40 program implementation

PLACE

- Empower communities with placemaking projects
- Support in the development of the annual travel and talent guide
- Assist implementation of the MCD Tourism Marketing Plan
- Collaborate with the annual BEST OF RED ROCK contest

OPERATIONS

- Assist in the implementation of the MCD Strategic Plan
- Build stakeholder networks with local, regional, state, and federal leaders
- Serve as Marion County's representative to various meetings and conferences when the Director is unable to participate
- Support the fiscal responsibilities for budgeting, claims, and deposits
- Contribute to MCD dashboards and reports
- Lead meeting planning for various projects
- Update both of Marion County Development's websites
- Complete other duties as assigned by the MCD Director

EXPERIENCE & SKILLS:

PROFESSIONAL SKILLS

- Demonstrated knowledge of current economic development trends, tourism trends, workforce challenges, housing needs, and economic development best practices.
- Knowledge of federal, state, and regional economic development programs, including processes and implementation.

COLLABORATION & STRATEGIC MINDSET

- Proven ability in partnering and collaboration in economic development or similar field working with towns & industry
- Able to navigate through ambiguity and make informed decisions to achieve strategic results.

EXECUTION

- The ability to manage several projects at one time with skills in organization and attention to detail.
- Experience in visioning, initiating, managing, and completing projects.
- Knowledge of a full range of computer hardware and software applications.

COMMUNICATIONS

- Ability to effectively communicate both orally and in writing.
- Marketing skills including social media, website, and graphic design.
- Experience in conducting training and providing public presentations

FINANCIAL & MATHMATIC ACUMEN

- Strong analytical skills to conduct research and provide understandable reports to stakeholders.
- Knowledge of financial statements, working with financial incentives, commercial real estate, and financial reporting practices.



MINIMUM QUALIFICATIONS:

- Two (2) or more years of progressive professional experience in economic development, marketing, public administration, business development, finance, or related field
- Effective team player with internal drive, strong problem-solving abilities, and analytical skills
- Possess a collaborative mindset able to work with a diverse group of people with a proven track record of positive personal interaction
- Ability to think strategically while open to new perspectives
- Excellent communications, marketing, and finance skills
- Entrepreneurial spirit and passion for business success
- Proficiency in data analysis and market research

PREFERRED QUALIFICATIONS:

- Four (4) or more years of experience working in an economic development organization
- Bachelor's degree (B.A.) in economics, planning, public administration, business, finance, planning, or marketing
- Certification from a nationally recognized economic development organization: International Economic Development Council (IEDC), National Development Council (NDC) or US Chamber of Commerce
- Understanding of economic development principles
- Ability to adapt to changing economic conditions and seize emerging opportunities



ADDITIONAL INFORMATION:

LOCATION:

The MCD office is currently located at 3014 East Main Street, Knoxville, IA, USA.

REPORTING RELATIONSHIP:

The MCD Assistant Director reports to the MCD Director.

SALARY:

\$60,000-70,000 yearly depending on qualifications

WORKING REQUIREMENTS:

This is a full-time in-person position at the Marion County Development office that will occasionally require work outside of normal business hours in the mornings, evenings and on weekends. The position requires extensive contact with other organization involved in economic development and both internally and externally. The office building is shared with other county government departments. Must have a valid Driver's License with driving privileges and maintain the driver insurability standards of Marion County's insurance carrier.

PHYSICAL DEMANDS:

Office environment involving sitting, walking, occasional bending, lifting, and carrying brochures, food/beverage, displays, and related light objects weighing 50lbs. or less. Horizontal and vertical reaching motion is required. Aptitudes required are those typically associated with clerical operations including clarity of vision 20" or less to view computer screens, and documents; eye/hand/foot coordination, hand and finger dexterity, motor coordination, hearing and conversation skills.

EQUIPMENT USED:

Computer, Printer, Copy Machine, Telephone, Camera, Cell Phone, Projector

This job description reflects the general duties of the job but is not a detailed description of all duties which may be inherent to the position.



HOW TO APPLY:

Please go to marioncountyiowa.gov to complete an application for the position by March 22, 2024. A cover letter, resume and references are recommended to include with your application.



MARION COUNTY DEVELOPMENT

OUR MISSION:

Marion County Development, a department of county government, strives to accelerate economic growth throughout Marion County, Iowa.

OUR PURPOSE:

MCD exists to...

CONNECT

businesses & communities to economic development resources

COMMUNICATE

Marion County's story

COLLABORATE

to grow the economy

MCD AWARDS & ACHIEVEMENTS:

Iowa Tourism County of the Year 1996, 1998, 2001, 2003, 2005

Eight Iowa Tourism Awards for Marketing

National BRE Go-Getter Award

Best of Iowa BRE Award for Excellence

MyEntreNet Pilot Community