



# Executive Position Profile

## ORGANIZATION

West Central Economic Development Alliance (the Economic Alliance)

## POSITION

Executive Director

## APPLICATION DEADLINE

Applications will be accepted until January 16th, 2023, with a review of candidates beginning immediately. We encourage and appreciate early applications.

## COMPENSATION

The targeted compensation range is \$60,000-\$70,000

## TO APPLY

Please submit a resume and cover letter to [alliancehr@wcta.net](mailto:alliancehr@wcta.net)

## CONTACT

Emily Farniok  
President | Economic Alliance Board of Directors



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# ORGANIZATION OVERVIEW

The West Central Economic Development Alliance (the Economic Alliance) was formed as a private, not-for-profit in 2011 from the need for a voice for economic development in West Central Minnesota. With the goal of collaboration and flexibility in mind, the Economic Alliance was organized to represent both public and private interests and to not be confined to a defined governmental boundary. In 2018, the Economic Alliance narrowed its focus to serving Wadena County.

The Economic Alliance consists of a Board of Directors of volunteers representing banking, government, non-profit, and private industry interests and a full-time Executive Director who carries out the organization's day-to-day operations and strategic mission.

## Vision

To make our communities the best place to do business.

## Mission

To give a voice to the economic and business interests of Wadena County and surrounding communities by providing educational, networking, and advocacy resources and opportunities.

## Pillars

The Pillars derive from the mission of the Economic Alliance. The purpose of the Pillars is to provide a foundation for all of the activities of the organization. They are designed to be adaptable to different projects and objects as community needs and trends change.

- **Education:** Provide training and resources on topics that are crucial for business and regional success
- **Networking:** Connect businesses and community members to share ideas and solve problems
- **Advocacy:** Serve as a voice at the regional, state, and federal level for the economic interests of Wadena County

## Learn More

To learn more about the Economic Alliance, visit [www.thealliancemn.org](http://www.thealliancemn.org).



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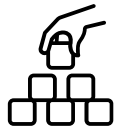
# STRATEGIC DIRECTION



## Priority 1: Business Start-Up, Retention, Expansion

Strategies for implementation:

- Support COVID-19 recovery
- Provide the tools and resources necessary to help businesses grow and develop
- Encourage micro-entrepreneurialism
- Support workforce recruitment and retention



## Priority 2: Community Capacity Building

Strategies for implementation:

- Update and promote housing options
- Promote downtown and commercial revitalization



## Priority 3: Organizational Sustainability & Growth

Strategies for implementation:

- Regularly review board composition and add new members when necessary
- Continuously work to diversify sponsorships by evaluating sponsorship structure and including board members in fundraising efforts
- Maintain a healthy organizational budget by having a minimum of 160 days operating costs in reserves
- Maintain positive relationships with local media outlets and continue to send our press releases and updates on projects when applicable
- Annually review the Strategic Plan and Executive Director's performance
- Preserve positive relationship with local governments by providing updates to boards and councils when appropriate



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# POSITION DESCRIPTION

## Summary

The Executive Director of the West Central Economic Development Alliance (the Economic Alliance) is the organization's sole employee and is responsible for overseeing the day-to-day operations and the long-range strategic planning and visioning for the organization. This position performs various administrative, technical, and professional work in preparing and implementing economic and community development plans, programs, and services.

## Essential Duties & Responsibilities

Assume full management responsibility for all Economic Alliance services and activities, including community vitality efforts to expand the local economy; plan, organize, direct, and coordinate Wadena County-wide economic development activities.

Oversee the implementation of the Strategic Plan, including the priorities of Business Start-Up, Retention, and Expansion; Community Capacity Building; and Organizational Sustainability and Growth.

Provide organizational management and oversight, including:

- Provide direction, leadership, supervision, and guidance to the Board of Directors
- Manage yearly sponsorship fundraising campaign
- Maintain regular communication with sponsors, business, and community members through press releases, social media, paid advertisements, email newsletters and updates, and other communication outlets as appropriate
- Review the Strategic Plan and update, with the Board of Directors' input, as necessary
- Oversee the development and maintenance of organizational and project budgets

Implement the Pillars of the organization as follows:

### EDUCATION

- Develop training programs for entrepreneurs, business owners, and community members in Wadena County
- Promote and share economic and community development resources
- Regularly communicate with sponsors and the community at large about the programs and services offered by the Economic Alliance
- Plan and implement community projects that advance the mission and vision of the organization and improve the economic well-being of Wadena County
- Provide information and make presentations to boards, commissions, civic groups, businesses, individuals, and the public on economic development issues, programs, services and plans
- Develop programs and services that promote business start-up, retention, and expansion



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## **POSITION DESCRIPTION (cont.)**

### NETWORKING

- Host professional networking events for entrepreneurs, business owners, and community members in Wadena County
- Connect business owners with regional, state, and federal economic development agencies and resources
- Oversee the Wadena County Small Business Welcome Wagon
- Maintain a liaison with various local, state, and federal agencies and organizations and coordinate projects with agencies as deemed necessary and appropriate
- Act as a catalyst to introduce new business to Wadena County
- Serve as a contact person for new and existing businesses in Wadena County

### ADVOCACY

- Represent the economic development interests of Wadena County by communicating proactively and positively with elected officials
- Provide opportunities for business owners and community leaders to connect with state and federal elected officials to share their needs and concerns
- Oversee the Wadena County is Calling resident recruitment program and develop other community marketing plans as appropriate
- Find, create, submit, and manage grant incentive opportunities and decisions for projects throughout Wadena County
- Coordinate the marketing of industrial and commercial sites and liaise with development professionals, City and County professionals, and industrial executives

## **Qualifications**

### KNOWLEDGE OF:

- Operations, services, and activities of a comprehensive County-wide economic development program
- Principles and practices of program development and administration
- Methods of fundraising and donor relations
- Principles and practices of negotiation of sensitive issues related to economic development
- Principles and practices of budget preparation and administration
- State and Federal economic development programs and incentives

### SKILLS & ABILITIES:

- Ability to work independently and self-start
- Analyze and assess programs, policies, and operational needs and make appropriate adjustments
- Research, analyze, and evaluate new programs and technical assistance methods, and offerings
- Communicate clearly and concisely, both orally and in writing
- Operate a computer, applicable software, and other office equipment
- Develop graphic presentations
- Develop and maintain social media pages and marketing campaigns
- Prepare clear and concise administrative and financial reports and projections
- Travel to various meetings throughout the region
- Maintain positive relationships with sponsors and stakeholders



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## **POSITION DESCRIPTION (cont.)**

**EDUCATION & EXPERIENCE:** *Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:*

- Equivalent to a Bachelor's degree from an accredited college or university in Planning, Business Administration, Public Administration, Marketing, or a related field
- Master's degree in a related field preferred
- A proven track record in economic development is preferred
- Possession of, or the ability to obtain, a valid Class C Driver's License

### **Working Conditions**

This position works in office conditions (office environment; exposure to computer screens), and the noise level is usually quiet. Occasional driving is required to attend meetings throughout Wadena County. This position has frequent public contact on the phone and in person. The employee will have the ability to work from home as desired.

### **Compensation**

The targeted compensation range is \$60,000-\$70,000

### **To Apply**

Please submit a resume and cover letter to [alliancehr@wcta.net](mailto:alliancehr@wcta.net).