



**Job Description:** Director of Economic Development

**Overall Responsibilities:** Execute programs to promote economic growth through expansion, retention, and recruitment of jobs and small business development in Overland Park. Fulfill the economic development objectives of the Chamber EDC and Opportunity NOW.

**Accountable to:** Senior Vice President of Economic Development

**Specific Duties:**

**Job Creation and Community Investment**

- Conduct 100 one-on-one Business Retention & Expansion calls annually to identify and respond to primary employers' challenges and opportunities. Track information from business surveys and develop an ongoing database of existing business outreach.
- Ensure timely (24-hour whenever possible) response to economic development proposals, providing high impact customer service to prospects, site location and real estate consultants
- Organize and preserve relevant community, real estate and company data related to expansion, retention and job creation
- Provide effective follow-up, tracking and organization of projects, ensuring accurate reporting to the City and investors, and timely response to prospects
- Work with the Director of Talent and team to address workforce pipeline alignment and barriers
- Work with Chamber, community leadership and stakeholders to catalyze redevelopment and increase commercial and residential reinvestment
- Actively promote reinvestment in aging office stock and amenities
- Attend City's Planning Commission meetings and report outcomes to Opportunity Now and Economic Development investors in a timely manner

**Entrepreneurship/Small Business**

- Manage the Small Business Council comprised of experienced entrepreneurs, established small businesses and new startups to provide mentoring, increase connections, access to resources and organizations, identify challenges and inform public policy
- Identify opportunities to support the growth of business owners, especially those of diverse races, ethnicities and genders

- Champion local entrepreneurs and inspire others by helping to convey their stories
- Respond to, manage and catalog individual business requests for assistance (casework)
- Assist entrepreneurs and small business owners and managers with resources and connections to help them grow and prosper, creating resources and tools to enhance Overland Park's entrepreneur ecosystem
- Promote Overland Park's small business successes and opportunities for growth
- Create and launch partnerships and program to develop small businesses

### **Marketing**

- Assist the SR VP of Economic Development in marketing Overland Park to regional and national site consultants and developers through events and one-on-one contacts, building new relationships and strengthening existing ones
- Assist with development of special events to fulfill action plan goals related to company recognition and relationship-building, out of market HQs, target industries, brokers and site consultants, and marketing of Overland Park
- Provide input and direction for marketing and communications strategies, digital and collateral materials
- Provide timely, accurate data to Economic Development Project Coordinator and Chamber Communications Director to allow effective communication of economic activity to investors and constituents
- Provide opportunities for recognition of growing companies through the Honors Lunch, Good Morning Overland Park and other programs

### **Leadership & Collaboration**

- Assist in recruitment and retention of Chamber, EDC and Opportunity NOW investors; engaging them throughout the year, determining needs and communicating value
- Assist with development of relevant and timely content for EDC investor events, actively participating in the events to maximize investor value
- Participate in the creation of strategies and action plans, guiding the direction of the economic development department annually, particularly regarding retention and expansion of local companies and small businesses
- Participate and provide leadership in local, regional, state and national organizations with missions relevant to the success of the Chamber's core purpose, such as Johnson County Partnership, KCADC, KEDA, IEDC, and Downtown Overland Park Partnership
- Regularly meet with local and regional economic development partners and stakeholders to share ideas, ensure alignment and provide connectivity opportunities for Overland Park businesses
- Engage in local initiatives and goals of the City, region and Johnson County such as FrameworkOP, ForwardOP, Vision Metcalf and the Johnson County Research and Education Triangle

- Participate in programs such as Leadership Overland Park, Member Orientations and other Chamber events to engage local companies regarding the economic development mission and programming

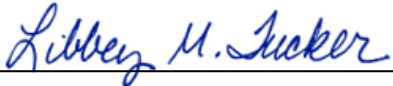
**Qualifications/Skills required:**

- Minimum of two years of Economic Development Experience
- CEcD, EDFP, IOM, CCE designations preferred
- Exceptional public relations and project management abilities
- Superior technical, verbal, written, organizational and research skills, as well as ability to multi-task while paying attention to detail
- Bachelor's degree in related field (business, economics, marketing)
- Requires travel

**Performance Measures:**

- 100 BRE visits annually
- Number of entrepreneurs/startups assisted
- Number of attraction/retention projects generated and won, especially in target industries

*Updated 7/15/2024*

Signed: 

Libbey Tucker  
Senior VP of Economic Development

Date: 7-16-2024