

ECONOMIC DEVELOPMENT CONSULTANT
Shared Village Center Vitality Economic Development Services for 8 Small Towns
POSITION DESCRIPTION

Overview:

The consultant will provide shared economic development services to implement village center vitality initiatives in eight small Northwest Connecticut towns- Canaan, Cornwall, Goshen, Kent, North Canaan, Norfolk, Salisbury, and Sharon. Actions will be focused on supporting existing businesses, creating jobs, and filling vacant commercial spaces. All activities will be designed to increase economic activity in the region while retaining the small town historic main street character of these towns.

The “Shared Economic Development Services” project will be supported by \$265,000 in funding from the State and town contributions. A portion of this funding is allocated for an economic development consultant for two years of full time work. Compensation will be based on the skills and experience of the consultant. The ideal candidate will grow this 2-year consultant position into a long term position.

High energy, enthusiasm, and passion are a must for this position. Ideal candidates will have strong communication skills, the ability to think and act strategically, and a demonstrated ability to work with a wide variety of stakeholders.

Apply to: For the complete job posting, and to apply, please contact: Jocelyn Ayer (860) 868-7341 or jayer@northwesthillscog.org. Resumes & cover letters should be submitted by October 23, 2014.

Description of Work:

1. Coordinate and provide professional economic development support to existing regional and local business groups and initiatives.

- Provide professional support and technical assistance to each participating town’s economic development committee, study group, or merchant organization.
- Coordinate marketing and economic development related activities with other regional organizations such as the NWCT Chamber of Commerce, the TriState Chamber of Commerce, the NWCT Economic Development Corporation, SCORE, CT Small Business Development Center, and the NWCT Arts Council.
- Conduct regular phone and in-person meetings to keep stakeholders informed, engaged and allow for ongoing input.
- Provide reports on activities and results. Results should be measured in new space occupied, jobs created and capital invested.
- Provide technical and professional economic development advice and assistance to the 8 towns as needed; make presentations to town boards of selectmen and economic development groups. Provide information on economic development issues, programs, services, and plans.

2. Market both the region and the individual town assets.

- Assist in attracting new businesses to our towns that generate revenue, jobs and strengthen the current customer base of our main street economy.
- Coordinate promotional activities for the village centers, including special events, sales promotions, printed materials and on-going public relations.
- Oversee wider, strategic deployment of “Secret Corner” and “DiscoverNWCT” brand marketing tools such as the visitor website (www.discovernwct.com) and brochure.
- Develop and maintain an inventory of buildings and sites in the 8 towns’ village centers available for economic development purposes.

3. Raise development capital through State, Federal, and local funding sources.

- Prepare funding applications to support economic development activities.

4. Facilitate a proactive and dynamic real estate process.

- Launch a business visitation program that gathers important information from existing businesses and provides them with resources to address their challenges. Visits should identify opportunities, issues and trends. Data from these meeting should be available to partners and municipalities in a structured format.
- Identify, attract and work with prospective new businesses from initial contact to closing, providing assistance in securing necessary information, permits, contacts, etc.

Knowledge, Skills, & Abilities:

- Exceptional ability to work with various groups of people, including volunteers and town staff, and establish and maintain an effective working relationship.
- Experience with tourism and business marketing techniques.
- Strong knowledge of State and Federal economic development related programs.
- Familiarity with principles and practices of planning and zoning, building inspection, and real estate development.
- Ability to prepare clear and concise written reports, correspondence, and to communicate in both an oral and written manner.

Qualifications: Any equivalent combination of experience and training which provides the knowledge, skills, and abilities necessary to perform the work, including economic development, marketing, real estate, retail or related field.

Supervision, Guidance, & Work Environment: Activities of the consultant will be overseen by the NHCOC Community & Economic Development Director with guidance from an oversight committee comprised of stakeholders from each of the eight towns. It is expected that the consultant would spend the majority of their time in the eight towns’ village centers.