

Position Description: Executive Director

The City of Rolla is the county seat of Phelps County located 90 minutes west of St. Louis and 90 miles east of Springfield at the crossroads of Interstate 44 and MO Hwy 63. The City of St. James, a partner community, is located 7 miles to the east. Together, the Phelps County communities (population 45,000) have experienced significant growth and investment during the past 5-7 years.

Rolla (pop. 20,200) is home of the Missouri University of Science and Technology, one of the country's premier engineering schools, and Phelps Health with the Delbert Day Cancer Center is the regional health care hub.

National retailers such as Kohl's, Menard's, Academy Sports, T.J. Maxx, Pet Smart, Hobby Lobby, and Harbor Freight Tools have all opened their doors in the City of Rolla in the last few years along with a variety of eating and drinking establishments. The Downtown District has similarly seen growth in new housing rentals and local favorite gathering spaces such as Public House Brewing Company, Hoppers Pub, Saltwater Fine Dining, and Soda and Scoops Ice Cream Shop.

Increased shopping opportunities complement the many outdoor and sports activities that can be found in the area including the City of St. James and Meramec State Park – one of Missouri's premier trout fishing streams. Hunting, fishing, rafting, canoeing and mountain biking in the beautiful Mark Twain National Forest and its' surrounding areas are favorites of tourists, attracting thousands of visitors throughout the spring and summer seasons. Tourism is an important piece of the area economy with local efforts coordinated by the Rolla Area and St. James Chambers of Commerce's (see www.visitRolla.com).

Employers in the area include technology-based companies such as Brewer Science, Mo-Sci Corp., ETS Wound Care, Cost Effective Equipment, Mach Motion and ESDEMC. Other major employers include Phelps Health, S&T, Wal Mart Distribution Center, Fed-Ex Ground Distribution Center, Hartmann U.S, Royal Canin Pet Food and Cohen Custom Wood Products. Fort Leonard Wood, a premier Army training center and home to the U.S. Army Maneuver Support Center, is located 30 miles to the west.

The Rolla Regional Economic Commission (RREC) Mission Statement:

To foster the development of long-term, diversified business and employment opportunities that will lead to increased wealth and well-being for the citizens, businesses and institutions of Rolla, Phelps County and the Rolla/Phelps County Labor Market Area.

What is RREC?

RREC is a not-for-profit 501 (c) (3) corporation dedicated exclusively to the economic development of Phelps County and the Rolla-St. James region. The RREC operates with a clear mission, supported by committed, professional leadership. That means the RREC is here to assist in every way possible, working with deliberate speed and with the ability and desire to facilitate opportunity for professionals and companies of varied sizes and from varied sectors. RREC was created in 2003 to facilitate local business retention and to pursue new business attraction efforts with an emphasis on job retention and creation. RREC is funded by 20+ contributing partners and a service contract with the City of Rolla.

The RREC Focus:

While coordinating a team of local experts to address inquiries of prospective businesses the RREC will support our local industries' needs including the attraction and retention of qualified talent by helping to market, promote and encourage the area's assets and quality of life.

Our ideal Candidate

In addition to a basic understanding of economic development practices, our ideal candidate will be proficient in all forms of communication and marketing and understand the community assets needed to attract and retain workforce talent of all types. The candidate will have the experience to coordinate a branding initiative and incorporate that brand into an expansive marketing program. The ideal candidate will help put Rolla/Phelps County "on the map" as a place others want to live and work. The candidate will be willing to pursue and acquire a CED (Certified Economic Developer) designation within a reasonable period of time. The ideal candidate will be a self-starter capable of working effectively with a team in a semi-public setting.

Primary Duties

- Market and promote the Rolla/St. James region for talent attraction and retention.
- Coordinate and act as "point person" for a team of local experts in response to prospects for new or expanding industry as well as prospects referred by the State's marketing organization (Missouri Partnership.)
- Lead the initiative to identify a coordinated community brand; help promote that brand in a cost-effective manner with emphasis on social media.
- Help identify, and implement where appropriate, opportunities that would add to the region's ability to attract/retain talent.
- Become a part of the community by establishing and maintaining effective relations with the region's business, civic and governmental leaders.
- Identify existing industry needs through direct contact with local businesses and provide information that can assist in company success.
- Develop a 5-year economic development plan (i.e. SWOT, industrial park/building inventory, summary of incentives, marketing efforts, goals/objectives, etc.)

Qualifications

- Bachelor's Degree in Marketing/Communications/Business Administration or related field
- Experience in developing and implementing marketing plans (experience in community marketing a plus).
- Proven ability to communicate and work well with a team.

Necessary Knowledge, Skills and Abilities

- Skills in consensus and coalition building
- Knowledge of business development, economic development, infrastructure planning and finance
- Marketing and social media skills
- Ability to communicate effectively with industrialists, developers, planners & elected officials
- Ability to network effectively with State and regional organizations

Residency

The individual selected for this position will need to be a resident of Phelps County within 3 months of beginning the position.

Compensation and Benefits

Salary: \$60,000-\$75,000 depending upon qualifications

Competitive Benefits Offered

Relocation expenses negotiable

Resumes accepted until position is filled.

Submit resumes to rollaecondev@gmail.com