

Economic Development Director

Position Description

Summary

The Economic Development Director is a key executive position at EDWC, designed to work side-by-side with the CEO in driving high-value outcomes for Washington County's businesses, communities, and residents, consistent with EDWC's mission. Reports directly to the CEO.

This role is responsible for building and maintaining a robust pipeline of business expansion and corporate attraction opportunities through strategic relationship development and sophisticated consultative selling, with a primary emphasis on supporting the growth of existing businesses. Approximately 70% of this role is focused on engaging with C-suite executives, municipalities and strategic referral sources to identify and shape deals. The remaining 30% is devoted to analytical and technical execution of those deals—applying EDWC's unique tools, packaging, and economic modeling capabilities.

The successful candidate will thrive in a dynamic, entrepreneurial environment and be mentored directly by EDWC's CEO, offering a clear growth trajectory into executive leadership within the economic development field.

Responsibilities

1. Business Development and Consultative Sales (50%)

- Serve as a key external representative and relationship builder for EDWC in cultivating C-suite relationships with growth-oriented businesses.
- Engage in proactive outreach to build a pipeline of development opportunities, emphasizing corporate attraction, expansion, and retention.
- Lead solution-oriented sales engagements that align business needs with EDWC's consulting and financial tools.
- Represent EDWC to bankers, real estate developers, attorneys, accountants, and other referral sources, leveraging these networks for project leads.
- Lead initial project discovery and relationship management through the consultative sales lifecycle.
- Coordinate with the CEO to prioritize prospects and resource allocation.

2. Customized Deal Structuring & Consulting (30%)

- Manage select business expansion and recruitment projects from strategy to execution.
- Apply EDWC's "Winning Curve" methodology to diagnose needs, explore options, and design tailored solutions.
- Package incentives and financing and negotiate win-win terms with business and public-sector partners.
- Serve as an advocate for prospective borrowers throughout the application, underwriting, and closing process of EDWC's Impact Loan Fund incentive. This includes framing up the financing package, negotiating and authoring term sheets, providing internal advocacy within EDWC's loan committee, and ensuring the deal reaches a successful close.

- Deliver presentations to key stakeholders, boards, and committees articulating the impact and structure of projects.
- Conduct impact modeling using EDWC's proprietary tools to support case-making for proposed deals.
- Leverage EDWC's labor force, market, and economic databases and analysis tools to provide data-driven insights that inform project strategy, feasibility assessments, and solution design.

3. Consulting with Communities and Stakeholder Engagement (20%)

- Deliver consulting services to communities who are part of EDWC's Municipal Subscriber Program. This includes identifying and advancing economic development opportunities such as site development, incentive design, workforce strategy, and policy refinement, in alignment with the municipality's growth objectives and subscription tier.
- Represent EDWC at key community events and industry forums; serve on relevant committees and boards.
- Collaborate with municipal staff and elected officials to align community priorities with business development opportunities.
- Work with the marketing team to shape messaging and outreach strategies that support economic development goals.

Core Competencies & Abilities

Consultative Sales Leadership

- Proven ability to operate as a trusted advisor to C-suite leaders, demonstrating credibility, strategic thinking, and poise.
- Adept at uncovering latent needs while responding to active opportunities, connecting clients to high-impact solutions.

Political and Organizational Savvy

- Skilled at navigating multi-stakeholder environments and building trust across the public-private spectrum.
- Sensitive to organizational dynamics and policy implications; able to "read the room" and adjust accordingly.

Deal Engineering Mindset

- Comfortable with complexity (i.e. financial structures) and economic development tools.
- Strong analytical capacity to understand and structure deals that blend private capital, incentives, and loan packaging.

Execution Excellence

- Clear ownership of performance metrics and project milestones.
- Bias for action with a high degree of autonomy, accountability, and follow-through.

Preferred Qualifications

- Bachelor's degree in business, public administration, marketing, economics, real estate, or a related field.
- 3 – 5 years of progressively responsible experience in business development, economic development, finance, or consultative sales.
- Proven track record of delivering growth through strategic partnerships and business engagement.
- Understanding of economic development finance tools and public-private deal structuring.
- Familiarity with Washington County and Southeastern Wisconsin a strong plus.

Physical Requirements

- Primarily a seated, computer-based role (desks raise to stand-up position as well).
- Includes regular driving to client meetings and moving through various external workplace settings, including outdoor construction sites and manufacturing floors
- Occasionally lifting up to 25 pounds for office supplies, meetings, and events.

Cultural Fit & Career Trajectory

- Alignment with EDWC's mission of fostering prosperous lives for Washington County's businesses, communities, and residents, and a deep appreciation for our core values: customer, innovation, expertise, leadership, and teamwork.
- Entrepreneurial spirit with a strong desire to grow into a CEO-level leadership role within economic development.
- Passion for making measurable community impact through business engagement.
- Open to mentorship and leadership coaching from a seasoned, visionary CEO.
- Committed to EDWC's ethos of innovation, value creation, and excellence in public-private collaboration.

Work Schedule & Travel Expectations

This is a full-time, exempt position based in Washington County, WI. Flexibility in hours is expected, including occasional early morning and evening meetings. Travel throughout Washington County is routine and central to the role. Regional travel is infrequent, and there may be occasional travel to attend conferences or professional development events.

Pay and Benefits

EDWC offers a competitive compensation package for this full-time, exempt position. The starting salary for this role is \$80,000 annually commensurate with experience. Added to base pay is a performance-based earned gainshare program, EDWC's performance-based bonus program that provides quarterly payouts tied to clearly defined metrics of individual and organizational impact. This position includes a gainshare potential of up to 20% of base salary, with the opportunity to earn an additional 10% of base salary for overperformance—resulting in a total potential annual bonus of up to 30%.

While the combination of base salary and gainshare opportunity is competitive within the economic development sector, the total compensation package reflects EDWC's commitment to investing in high-performing professionals through performance-based rewards, rich benefits, and a clear path for growth and leadership. Robust benefits incorporated into the total package include:

- **Health and Wellness** – Robust package of EDWC supported offerings. Medical, dental and vision. Life, Short-Term and Long-Term disability and supplemental options. Employee assistance program & work-life perks.
- **Retirement** – 401K with employer match.
- **Time for You** – Generous policies for paid time off, including vacation and holidays.
- **Work / Life Integration** – From family time off to flexible “in hours” to volunteering, we work with employees in meeting personal and family goals.
- **Professional Development** – Quarterly feedback system required as part of career development plus pay for training needed to succeed with us.

Notices

EDWC is an equal opportunity employer. A background and reference check is conducted for all prospective employees. All employees must respect and adhere to strict confidentiality policies for handling both organizational and customer information. This is a nonexempt position. All employees are at-will.