

Forward Devils Lake Corporation

Job Description Executive Director

ORGANIZATION

Forward Devils Lake Corporation (FDL) is a private non-profit 501(c)(6) organization which has been in existence since 1995. FDL evolved from the Community Development Corporation of Devils Lake, which was originally organized in 1956. The mission of FDL is: "To foster and develop existing and new business and industry in the Lake Region". The Lake Region served by FDL consists primarily of Devils Lake and Lake Region area in North Dakota. The region's economy is primarily supported by agriculture, tourism, manufacturing, and Devils Lake is a regional retail/service center.

SUMMARY OF DUTIES

The Executive Director of FDL is the chief executive and administrative staff of the corporation. The Executive Director is appointed by the FDL Executive Board of Directors and serves at their will in the development and implementation of the corporation's economic development strategy for the City of Devils Lake and Lake Region. The executive director provides strategic oversight in developing and implementing strategies and initiatives that further the mission of the organization. The Executive Director must be an individual with an enthusiasm to strive for goal-oriented results. This individual must possess an ability to develop trust and respect amongst the FDL Board of Directors, City and County officials, partner organizations, community stakeholders and the public. The ability to provide leadership that motivates action amongst people over which they have no authoritative position is a characteristic the Executive Director should possess. The Executive Director will be an individual who can help lead Devils Lake and the Lake Region to a more diversified and vibrant economy, which will have long-term benefits to the region.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Manage all operations of FDL. Review, develop, and implement policies and procedures that provide effective and efficient administration of FDL's programs and operations.
- Provide strategic policy/program review, development and implementation.
- Develops and maintains trusting relationships with FDL's public and private investors.
- Develops and maintains trusting relationships with partner organizations, stakeholders and the people of Devils Lake and Lake Region.
- Oversee the development and delivery of all aspects of business development marketing plans and materials. This includes, but is not limited to, website, brochures, special events, industry trade events, etc.
- Promote and market the FDL service area as a location to recruit prospective businesses and individuals, to retain existing businesses and to encourage new business start-ups.

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- Provide a broad array of business development location and finance program services to existing, new and prospective businesses located or considering location in the FDL service area. Services will be provided to target industry sector clients/customers as per directed by the FDL Board of Directors.
- Prepares and maintains up-to-date information on local, regional, state and federal program resources available to support business development and finance.
- Prepares and maintains up-to-date demographic and statistical information on Devils Lake and the Lake Region.
- Serve as the spokesperson for FDL (when appropriate) through various print and broadcast media channels, as well as social media networks.
- Perform budgetary responsibilities and fiscal management relative to implementing FDL program strategies within budget parameters. This includes monitoring and tracking all revenues and expenditures of the organization, and provide monthly financial reporting to the FDL Board of Directors, City of Devils Lake, Ramsey County and/or other contributors to the FDL budget.
- Provide program development, delivery and reporting services for the City of Devils Lake and/or the Lake Region incentive programs, as directed by the FDL Board of Directors.
- Develops, tracks and reports quantitative metrics to evaluate results from FDL program delivery and to evaluate short-term and long-term trends of various local and regional economic indicators.
- Oversee the development and delivery of all aspects of the FDL Board of Directors meetings, committees, and member relations efforts.
- Oversee the design and production of FDL communications, published reports and other documents intended for internal and external audiences.
- Provide oversight and management of FDL staff and contract staff in the delivery of FDL's programs and operations.
- Other duties as assigned by the FDL Board of Directors.

Reasonable accommodations may be made to enable individuals with disabilities to perform the job duties described in this job description.

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ESSENTIAL COMPETENCIES

- Must recognize the importance and value of performing all duties at the highest level of integrity and ethics. All direct and indirect communications with people must be done in a way of conveying respect for other peoples' ideas, interests, and capabilities. Fair and equitable treatment of others is imperative.
- Must operate FDL programs and manage FDL resources with a focus of accountability to assure the organizations public and private resources are managed appropriately.
- Must have interpersonal skills that will allow for establishing and maintaining effective working relationships with FDL Board of Directors, City of Devils Lake officials, Ramsey County officials, private investors, partner organizations, stakeholders, private businesses, state agencies, federal agencies, local residents etc.
- Exceptional networking skills (using all communications mediums and methods) are a necessity. Seeking out and developing new relationships to broaden a network of people that understand and speak positively about Devils Lake and the Lake Region area will be essential for success.
- Interpersonal skills that can motivate support and action by others through cooperative relationships will be essential. Must operate with a sense of diplomacy and trust when working with investors, partners, stakeholders, businesses, etc.
- Must have the capacity to work closely with the FDL Board and its partners to fully understand the mission of FDL and ensure the organizations programs and initiatives are developed and implemented in alignment with that vision.
- Must have the ability to be an expeditious problem-solver. Having capabilities to assess a situation, evaluating outcome scenarios, and involving appropriate support decision makers when necessary, etc. are vital to project success and maintaining trusting relationships.
- Must be capable of interacting at a professional level that connects with top business executives to enhance opportunities for new and expanding business development in the region.
- Must be capable of gathering information, interpreting policies, evaluating local/state/federal laws and utilizing other information to formulate strategies and programs.
- Must have a general knowledge of financial management, accounting principles, business investment, and program planning and evaluation.

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QUALIFICATIONS

The following requirements are essential to performing the duties of the executive director.

- **Education** – A Bachelor’s degree in Business Administration, Economics, Planning, Finance or other related field. Bachelor’s degree requirement may be waved in lieu of experience.
- **Experience** – Five years of similar or related experience preferred.
- **Time Management** – Experience working in a multi-tasking environment, which requires prioritizing and managing multiple projects and tasks at the same time.
- **Computer Skills** – Proven experience utilizing software systems for word processing, spreadsheets, visual presentations, newsletters, email, social media networks, database, etc. Proficiency in Microsoft suite of programs preferred.
- **Public Speaking** – Experience in speaking in public settings, through media channels, and communicating effectively in making presentations (to large and small groups).
- **Hours** – Must be willing and capable of working extra or irregular hours, as program delivery demands requires.
- **Travel** – Must be in possession of a valid drivers license and be able to travel as required (including air travel).

WORKPLACE PHYSICAL DEMANDS

While performing the duties of this job, the employee may require the ability to:

- Sit frequently at a workstation, sometimes in a car, and approximately 20% – 30% of the time in travel by land and/or air
- Walk, stand, sit, stoop, kneel, crouch, crawl, use hands, reach with hands and arms.
- Ability to lift to 50 pounds.

Work location is City Hall – Devils Lake, North Dakota. Reasonable accommodations may be made to enable individuals with disabilities to perform the job duties described in this job description.