



Director of Economic Development

GENERAL DESCRIPTION:

The Director of Economic Development is a public-facing, strategic leader who oversees all aspects of the Town's integrated economic development portfolio including, but not limited to, land use, business retention and expansion, business attraction and incentive programs. The Director performs a variety of administrative, professional, and technical tasks including strategic planning for redevelopment and future development. The Director is a member of the Town's Senior Leadership Team.

This is a complex, fast-paced and client-driven role ideal for a strategic thinker and motivated leader who thrives in an independent and collaborative environment.

SUPERVISION RECEIVED:

The Director is a non-union position appointed by the Mayor and serving at the Mayor's pleasure. The Director reports administratively to the Chief Administrative Officer and receives policy direction and strategic priorities from the Mayor.

PRIMARY DUTIES AND RESPONSIBILITIES:

The following duties are not intended to serve as a comprehensive list of all duties performed by all team members in this classification, only a representative summary of the primary duties and responsibilities. Incumbent(s) may not be required to perform all duties listed and may be required to perform additional, position-specific duties.

Duties may include, but are not limited to the following:

Plan, organize, and implement economic development functions and strategies from conception to completion, including business retention and expansion, business attraction and incentive programs.

Focus on land use development, creating a detailed map of all open and under-performing parcels of land. Work with developers to foster affordable housing, create public-private enterprise partnerships, work with state and federal agencies to secure funding for development.

Supervise, train and oversee Economic Development staff, assisting with attracting, retaining, and growing Stratford's businesses.

Work with national consultants to oversee the development of a high-tech manufacturing hub.

Coordinate efforts with our land use boards and Mayor's office.

Create key objectives and timelines and report to the Mayor monthly.

Maintain focus on business development, redevelopment, key project management, development negotiations, creating local and regional economic partnerships, economic marketing and branding, economic data analysis, and fostering diverse economic and employment growth within the community. The position also develops and establishes policies and procedures that facilitate business development that stabilize and expand the town's tax base.

Participate in and direct the collection, interpretation and analysis of market and community data that help identify trends and potential issues; react to and support political realities, legislative changes, and the social and economic impacts of existing and proposed policies; develop goals and policies, utilizing strategic considerations; and coordinate activities with other town departments.

Develop and maintain strategic partnerships with property owners, developers and public-private partnerships.

Develop small business and entrepreneurial support programming.

Create housing plans. Ex. Workforce and market rate housing.

Cultivate and maintain high-impact relationships with civic, academic, and private sector leaders to advance the town's economic goals.

Represent the Town of selected economic development and land use boards and related committees, make presentations to the Town Council, commissions, civic groups, and the general public on economic development issues.

Serve as a resource to the public, development community, property owners, businesses, community organizations, as well as Committees and Boards associated with economic development activities within the town.

Lead the administration of property acquisitions, lease negotiations, and strategic real estate partnerships aligned with the city's long-term economic development objectives.

Collaborate with the Finance and other departments to ensure acquisitions and property transactions adhere to approved budgets and compliance standards.

Responsible for liaising with elected and appointed officials.

Develop and implement placemaking retail initiatives (attraction and strategic development) that drive foot traffic and economic activity.

Partner with the Town's communication lead on destination marketing, visitor engagement, tourism, placemaking, and business development promotional campaigns to strengthen the Town's economic brand.

Develop and manage the department's budget and staff and provide guidance and direction regarding administrative duties.

Other duties as may be assigned.

KNOWLEDGE, SKILLS AND ABILITIES:

Thorough knowledge of the principles and methods of economic development, government administration, staff management and public policy.

Thorough knowledge of ordinances, codes, and regulations pertaining to economic development, finance, municipal revenues, planning and zoning.

Knowledge of real estate, economics, and public finance as applied to economic development.

Familiarity with development financing.

Ability to manage the acquisition and disposition of property.

Ability to prepare and present written and oral reports and presentations.

Ability to develop and analyze market and community data and arrive at sound strategies and direct their implementation.

Ability to design technically complex visual aids such as maps, tables and charts and prepare clear and concise reports.

Ability to analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations.

Ability to research, analyze, and evaluate new service delivery methods and techniques; interpret and apply laws and regulations.

Ability to train, direct, and evaluate the activities of other staff engaged in economic development work.

QUALIFICATIONS:

A Bachelor's degree in Public Administration, Economic Development, Planning, Business Administration, Law, Communications, or a closely related field is strongly preferred, plus eight years of experience in economic development, community development, government relations, business development, economics, law, or city/municipal management. Should have experience leading a dynamic, fast-paced staff and overseeing a sophisticated budgeting process.

IDEAL CANDIDATE PROFILE:

The ideal candidate is a visionary, entrepreneurial leader with a passion for public service and a proven track record of building strategic partnerships. They thrive in a fast-paced, collaborative environment and are adept at navigating relationships with residents, business owners, civic institutions, government officials, and creative professionals.

They are confident operating independently while upholding transparency, public accountability, and a client-focused approach. The ideal candidate brings experience leading high-performing teams, managing complex public budgets, and overseeing systems for modernization and operational reform. Familiarity with commercial development, organizational leadership, and intergovernmental collaboration is essential. A strong candidate will be energized by working with a dynamic staff and leading an agile, mission-driven organization.

SALARY

Depending on experience (\$110,000 - \$140,000).

Applications can be found on the Town's website,

<http://www.stratfordct.gov/page/human-resources> (under Employment Opportunities)

and should be submitted along with a resume (if available), to the Town of Stratford, Human Resources Department, 2725 Main Street, Stratford, CT 06615 or via email to:

humanresources@townofstratford.com.

The Town of Stratford is an equal opportunity employer. Female and minority candidates are encouraged to apply.