



Position Title: Director of Economic Development

Reporting Relationship: Chief Financial Officer

Job Summary: Demonstrate a continuous effort to enhance and facilitate economic development and community development activities for Heartland and its customers.

Duties and Responsibilities:

1. Provide a positive image and support for Heartland and staff.
2. Communicates and interprets Heartlands' mission and strategic goals to Customers, staff and the public.
3. Prepares and implements an economic development plan and strategy for Heartland.
4. Maintains effective internal and external relationships to enhance information transfer, productivity, and opportunities.
5. Assists in marketing and sales opportunities for Heartland.
6. Works with local, regional, and state economic development interests to enhance Heartland and its Customer Communities.
7. Develops and maintains good working relationships with customers, city leaders, and economic development directors.
8. Manages and executes Heartland's HELP Fund and Growth Incentive Plan, working to expand Heartland's electrical load.
9. Manages other duties as assigned.

Essential Skills and Functions:

1. Superior communication skills, both verbally and written.
2. Ability to develop and maintain customer and public relationships.
3. Public presentation skills, effectively presenting information and delivering accurate responses to questions from managers, customers and the general public;
4. Highly motivated, self-starter with excellent organizational skills.
5. Understand principles and practices of public administration, municipal budgeting and finance, public relations, negotiating, and supervision.
6. High ability to start and follow through with multiple tasks and projects.
7. Comprehensive knowledge of commercial credit underwriting for various industry sectors and ability to facilitate credit administration functions relating to Heartland's loan portfolio.

Minimum Education and Experience Requirements:

1. Minimum of a Bachelor of Arts or Science Degree preferably in Economic Development, Business Administration, or Public Administration.
2. A minimum of five years of experience in customer and public relations.

3. Must possess a valid driver's license.

Physical Demand:

This position is largely sedentary, however it may intermittently require standing, walking, bending, kneeling, stooping, crouching, and lifting. The employee may occasionally be required to lift and move items up to 30 pounds.

Other Requirements:

This position requires frequent daytime and overnight travel in-state and out-of-state. Must reside in Madison or the surrounding area.

Employee Signature

Date

Supervisor Signature

Date