



Director of Economic and Small Business Development





The Community

Bordering Southeast Florida's Atlantic coastline, Broward County is the eighteenth largest county in the nation. Home to nearly 1.8 million people, Broward County is located between Palm Beach and Miami-Dade counties, forming the center of South Florida's largest metropolitan area in which over 5 million people reside. Within the County's 1,220 square miles are 31 municipalities, the largest of which is the county seat, Fort Lauderdale. Nearly two-thirds of the County is part of the undeveloped Everglades conservation area. Broward boasts 23 miles of pristine, Atlantic coastline, and its "blue wave" beaches attract both the local population, as well as tourists from around the world. With an average year-round temperature of 77 degrees, Broward County has a tropical climate and is a choice destination for over 10 million visitors every year.

Broward County's warm climate, ethnic and racial diversity, expanding economy, myriad of housing options, excellent schools, state-of-the-art healthcare, and advanced transportation system afford its residents an exceptional quality of life. Broward offers world-famous fine dining, theater, nightlife, and shopping venues, as well as an abundance of recreational activities such as golf, deep sea fishing, boating and unlimited opportunities for fun on the beach. The state's second largest public school district is located in the County, providing excellent primary and secondary education. In addition, there are many prestigious local and regional colleges and universities offering excellent higher education. The Fort Lauderdale-Hollywood International Airport is also located in the County, and most major cruise lines operate out of its Port Everglades facility which has a reputation as the "world's best cruise port" and is among the nation's top seaports. Among its abundant retail shopping options is Sawgrass Mills, one of Florida's largest shopping malls. For the sports enthusiast, Broward is home to the NHL's Florida Panthers, while other major sports teams, such as the Miami Heat, the Marlins, and the Miami Dolphins are just a short drive away.

The Organization

The Broward County government was established under Charter in 1975. The Board of Broward County Commissioners is composed of nine members, each voted to the position by their district in partisan elections. The Mayor and Vice-Mayor are Commission members annually elected by the Commission for one year terms. The Commission appoints the County Administrator, the County Attorney, the County Auditor, and many other advisory and regulatory board members.

The County Administrator serves as the Chief Executive Officer and is responsible for the day-to-day operations of the County. The County Administrator, along with the Deputy and Assistant County Administrator, manage seven operating departments: Aviation, Environmental Protection and Growth Management, Finance and Administrative Services, Human Services, Port Everglades, Public Works, and Transportation. Additional divisions and specialized service offices reporting to County Administration include Libraries, Cultural, Parks and Recreation, Management and Budget, Greater Fort Lauderdale Convention and Visitors Bureau, Public Communications, Medical Examiner and Trauma Services, Intergovernmental Affairs and Professional Standards, and the Office of Economic and Small Business Development.

The Office of Economic and Small Business Development

The Broward County Office of Economic and Small Business Development (OESBD) is primarily responsible for enhancing the economy of Broward County by recruiting new industry, supporting existing industries, and creating new value-added employment opportunities for residents. Its mission is to promote job growth, diversify the County's industrial mix, and expand the local tax base. The OESBD works closely with key partners to accomplish its mission.

Mission Statement

To stimulate economic development by attracting, retaining and expanding targeted industries, including a special focus on small business growth, and thereby, enhance the quality of life for Broward County residents and visitors.



The OESBD is divided into the following areas:

- Small Business Development
 - Certification and Compliance Services
 - Compliance Services (Aviation)
 - Training
 - Goal Setting
- Economic Research, Reporting, and Program Development
- Business Development
 - International Trade
 - Business and Industry Services
 - Business Assistance
 - Outreach



The Position

The Director of Economic and Small Business Development reports to the Deputy County Administrator and is responsible for administering, planning, organizing and directing the activities and programs of the OESBD.

The Director exercises considerable independent judgment in the coordination and diversity of economic development and small business activities that promote employment and income opportunities for Broward residents, as well as fair contracting opportunities for eligible small business owners within Broward County. Duties also include overseeing the Small Business Enterprise (SBE) and the Disadvantage Business Enterprise (DBE) programs including certification and contract compliance services.

Responsibilities also include developing, implementing, and maintaining strategic, fiscal and capital improvement plans for the Office, preparing and monitoring the office budget, as well as preparing an annual assessment of the impact of County Government sponsored programs on the local economy. In addition, the Director is expected to promote and coordinate activities related to economic growth through business recruitment, expansion, and retention along with the provision of management, financial, educational and technical assistance to small business enterprises in Broward County. Other duties include analyzing proposed business incentives, including proposed waivers of fees and assessments designed to encourage business development and making recommendations to the County Administrator.

The Ideal Candidate

The ideal candidate will possess thorough knowledge and experience in economic development along with a strong business and marketing acumen with a penchant for innovation and new business development strategy. Excellent organizational and negotiating skills are important, as well as awareness and responsiveness to economic trends, government policies and currency fluctuations.

The Director of Economic and Small Business Development must be skillful in analyzing and presenting technical and statistical data to strategically organize and support new business development initiatives and related economic development goals. Thorough knowledge of the local, state and federal regulatory requirements applicable to Small Business Enterprise and Disadvantage Business Enterprise programs are necessary.

Excellent communication, interpersonal and presentation skills are essential along with strong leadership abilities placing a high priority on customer relations. Proven experience in building and maintaining a broad spectrum of partnerships is important as the Director serves as the primary liaison for external partners. A thorough understanding of the needs of private sector development will be imperative and international trade and/or port experience will merit additional consideration.

Qualifying Experience and Education

Candidates must possess a bachelor's degree from an accredited college or university in Economics, Public or Business Administration, or a related field, and at least five (5) years of progressively responsible experience in general management in either the public or private sector in the field of economic and business development; or any equivalent combination of relevant training and experience. An advanced degree is preferred.

Thorough knowledge of the principles, practices and procedures of planning, and economic development as they relate to business profitability and financial resources is crucial, along with an understanding of the methods and techniques used in business solicitation or industrial promotion and knowledge of commercial development processes and practices.

Salary

The salary range for this position is \$95,283 - \$156,263. The starting salary will be based upon the relevant knowledge and experience of the individual selected. The County offers an excellent benefits package and the State of Florida does not have a state income tax. For additional information on benefits, please visit: www.broward.org/benefits. Relocation assistance may be available for a selected out of the area candidate.

To Apply

Interested applicants should forward a cover letter and resume to:

resumes@affionpublic.com

Reference: Broward OESBD

The first review of applicants will take place after December 16, 2011; position is open until filled. Resumes will be screened according to the qualifications set forth in this document. Screening interviews with the most qualified applicants will be conducted by Affion Public in order to determine a select group of finalist candidates to be presented to Broward County. Final interviews will take place in Broward County. All candidate status and follow up will be completed by Affion Public.

Broward County is an equal opportunity employer. Pursuant to Florida public records law, applications and resumes are subject to disclosure.

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