

## **DIRECTOR OF ECONOMIC DEVELOPMENT**

### **DESCRIPTION**

The position of Director of Economic Development is responsible for providing technical support and the client management of business attraction, business retention and expansion projects. This person will report to the Vice President of Development and will be part of the Community Initiatives Team at the Greater Reading Chamber Alliance.

### **ORGANIZATION**

The Greater Reading Chamber Alliance (GRCA) was formed as a result of a strategic alignment of three existing business organizations serving Berks County: Greater Reading Chamber of Commerce & Industry; Greater Reading Economic Partnership; Greater Berks Development Fund. This unique and innovative partnership, which included a 1,000-member Chamber of Commerce and Berks County's two leading economic development organizations, represents a comprehensive approach to support the business community. The primary mission of the GRCA is to encourage business attraction, business expansion, job creation and business investment in an effort to foster and promote a thriving economy throughout Berks County.

### **ROLES & RESPONSIBILITIES**

**External Engagement** – Direct the external engagement strategy for GRCA to position Berks County as the location of choice for new investment and for the expansion/growth of existing companies.

- Market Berks County to ensure Berks County is considered by key site location individuals, to maintain key existing relationship, develop new contacts and leads.
- Oversee the GRCA marketing strategy for business attraction and business retention.
- Create and maintain regional and statewide relationships and partnerships to enhance Berks County's competitive position within the State.
- Maintain connections with real estate professionals who are active in Berks County and maintain the inventory of available properties.
- Participation in selective trade/ professional organizations and their key events, such as the Industrial Asset Management Council, Pennsylvania Economic Development Association, etc.

**Internal Engagement** – Responsible for the oversight of the GRCA Economic Development Council and continuous outreach to GRCA Economic Development Investors.

- Organize and lead the quarterly GRCA Economic Development Council meetings.
- In collaboration with GRCA's Executive Director of Events & Programming, host the GRCA Economic Development Council annual social event.
- Provide regular communication to the GRCA Economic Development Investors on activities undertaken by GRCA in support of the business attraction and retention efforts

**Client Management & Tracking** – Work with the Community Initiatives Team at GRCA to deliver exceptional customer service to existing business attraction, retention and expansion clients and provide project development services and tracking, including:

- Manage standard client development activities and communications
- Proactively support client needs through the recruitment and expansion processes
- Coordinate the response to inquiries for market information, property information, economic development and community data from businesses, site selectors, real estate brokers and the Pennsylvania Department of Community & Economic Development
- Produce and maintain monthly, quarterly and yearly reports for internal tracking and presentation to the CEO and Board of Directors

**Program & Team Support-** Work with the Community Initiatives Team to advance existing programs, including:

- Promote GRCA financing programs and be responsible for initial vetting of clients
- Participate in the GRCA's Business Outreach Program by visiting existing Berks County companies and conducting a retention survey

## **KNOWLEDGE, SKILLS AND ABILITIES**

- Knowledge of construction, development, redevelopment, land development, real estate, financing, marketing and related areas
- General understanding of real estate, including zoning, land use planning, environmental issues, permitting, etc
- Ability to effectively deliver written and oral communications and presentations
- Ability to organize and prioritize daily tasks
- Self-motivated, customer service driven

## **QUALIFICATIONS**

- Bachelor's Degree or higher in Business Administration, Real Estate, Finance, Public Administration, or a related field
- Minimum of five years' experience in economic development or related field
- Bilingual capacity is desired but not required.

## **CONTACT**

Shanon J. Sabanos  
606 Court Street | Reading, PA 19601  
Tel: 610.898.7761 | Cell: 610.207.7102  
[ssabanos@greaterreading.org](mailto:ssabanos@greaterreading.org)