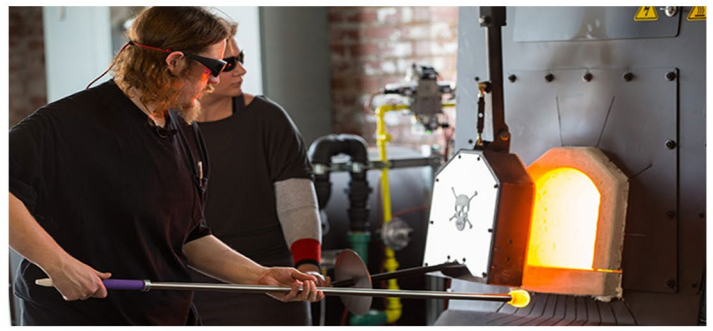


Greenville— ENC Alliance

President/Chief Executive Officer

Greenville– Pitt County Region



Industry

The Greenville, North Carolina Metropolitan Statistical Area is one of the fastest growing in the state. Home to East Carolina University and Vidant Medical Center, the area serves as a cultural, economic, educational, and medical hub of eastern North Carolina.

A well-diversified employment and manufacturing base help make the Greenville-Pitt County Region the thriving economic center of eastern North Carolina. Some of its major employers include:



GRADY-WHITE BOATS



Cultural and Leisure Activities

From concerts and festivals to art exhibits and sporting events, the Greenville Pitt County Region offers a plethora of cultural activities. Examples of what you can find include:

- Local Arts Councils and University events
- Nine museums/galleries
- Dozens of annual festivals
- Visual and performing arts opportunities
- Abundant natural resources to enjoy the great outdoors including:
 - More than 30 parks
 - Greenway system and trails
 - River access for boating, kayaking, and fishing
 - Nearly 200 clubs/organizations
 - Six golf and country clubs



About the Organization

The Greenville-Eastern North Carolina Alliance is a newly formed public-private economic development organization serving the Greenville Pitt County Region.

Mission Statement

Greenville-Eastern North Carolina Alliance will market the region, support new, existing, and start-up businesses, develop community assets, maximize opportunities for investment, and enhance quality of life by engaging the private and public sectors in a collaborative economic development program.

Vision Statement

Greenville-Eastern North Carolina Alliance will achieve a dynamic business climate resulting in stable, quality jobs and opportunities allowing residents to live fulfilling lives in a thriving place.

Program of Work

- Existing business retention and expansion
- External marketing and business recruitment
- Product development (sites, business parks, and buildings)
- Talent retention, development, and attraction
- Small business and entrepreneurship development
- Retail and commercial development
- Support for municipal strategies
- Business advocacy and legislative relations
- Internal marketing and investor relations
- Funding: The organization will be funded through public and private contributions. The estimated annual budget for the organization is \$1.5 million.

About the Opportunity

The President/CEO of the Greenville-ENC Alliance will promote Pitt County as a choice location for new, expanding, and start-up businesses. The CEO is responsible for building a solid foundation that supports economic growth including implementing a program of work, acting as a liaison between business and local government agencies, supporting and implementing policy, and managing the organization and staff. The CEO reports to the Greenville-ENC Alliance Board of Directors, and will work with and be a liaison to local public and private partners and investors.





Position Expectations

- Be a catalyst for sustainable economic growth that will maintain and create jobs and grow the tax base.
- Maintain an updated Economic Development Strategic Plan with goals, objectives and tasks, and implement the plan.
- Actively recruit new businesses/industries to Pitt County using partners, allies, and direct marketing strategies.
- With partner agencies, support the development of assets such as infrastructure, transportation, positive business climate, and amenities.
- Serve as a lead spokesperson for the organization in internal and external communications.
- Maintain stakeholder relations to sustain private sector investment.
- Coordinate economic development activities between local and state partners.
- Be responsible for overall administration of the organization including finances, financial management, budget, and reporting.

Skills Required

- Bachelor's Degree. Master's Degree and/or Certified Economic Developer credential preferred.
- Seven years or more of experience in economic development, business, or related activities.
- Proven track record as a leader in economic development, business, or related activities.
- Ability to interact/communicate with elected officials, business leaders, community leaders, and citizens.
- Self-motivated and self-directed.
- Proficient with computers, office programs, communications technology, and social media.
- Possess a valid driver's license and willing/able to travel.
- Must be a resident of or willing to relocate to Pitt County.

Additional Information

- Salary range: \$150,000-\$225,000 + benefits and potential performance bonus. (Based on qualifications and experience).
- Benefits include health insurance, retirement contribution, job-specific continuing education and professional development, and mileage reimbursement.
- Interested applicants should apply at <http://careers.guc.com/> by July 15, 2019 at 5:00 PM.
- Initial interviews to occur July 30-August 1, 2019.
- Second round of interviews to occur August 20-22, 2019.
- For more information about the position, contact Kathy Howard at (252) 551-1475.



