

**From:** Maybank, Burnet R. III <BMaybank@nexsenpruet.com>  
**To:** Maybank, Burnet R. III <BMaybank@nexsenpruet.com>  
**Date:** 5/12/2014 9:52:43 AM  
**Subject:** ED LS: I-77 Alliance looking for Executive Director

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## Executive Director

SC I-77 Alliance - Richburg, SC

The **South Carolina I-77 Alliance** ("Alliance") is a new Regional Economic Development Alliance representing Chester, Fairfield and York Counties, South Carolina. The Alliance is currently seeking an Executive Director to lead the organization in all of its marketing and business development efforts. The Executive Director's responsibilities include, but are not limited to, marketing the region to domestic and international companies as a world-class business location, building and maintaining working relationships with the region's existing industry as well as state and local economic development allies, establishing and meeting annual fundraising goals as set by the board of directors, and overseeing all aspects of the Alliance operations.

### Minimum Qualifications

Applicant must be a proven leader and able to provide direction for short and long-term organizational goals, as well as have a demonstrated knowledge of economic development, business recruitment, governmental affairs and public finance. Other requirements include, but are not limited to:

- At least 10 years of economic development experience is required with a minimum of 5 years in an executive management role.
- A Bachelor's degree in business, marketing, public administration or related field.
- Excellent oral and written communication skills are required.
- Strong managerial and leadership skills are required.
- Exceptional organizational skills are required.
- Ability to market the region in a creative and innovative manner is required.
- A solid understanding of state and local economic development incentives, the region's workforce skills and availability, industrial property, planning and zoning laws, existing industry, and the region's lifestyle amenities.
- A successful record of business recruitment & retention and economic development marketing.

Additionally, ideal candidates will have:

- A Master's degree in business, marketing, public administration or related field.
- Economic development certifications.
- Experience working with C-level executives at domestic and international companies.

### Responsibilities

The Executive Director's responsibilities include:

- Coordinate & plan all economic development marketing initiatives including domestic & international marketing trips, conferences and trade shows, and existing industry appreciation programs.
- Build and maintain positive working relationships with all economic development allies, including local economic developers, state economic developers and other allies (i.e. real estate professionals, workforce professionals, utility company representatives etc.)
- Oversee the development of the organization's branding, image and marketing campaign, including: the creation & maintenance of the organization's website, social media campaigns, marketing communications, and other marketing collateral materials.
- Provide oversight of a formalized business retention and expansion program including a database of existing industry with the ability to report on relevant statistics and trends.
- Identify and assess the development of competitive industrial sites.
- Oversee the data collection, research and analysis of the region's economic development attributes, including workforce, transportation and logistical advantages, available properties, and business climate.
- Convene as appropriate with the Board of Directors to report on all economic development and marketing initiatives and develop an annual Program of Work and Budget that is submitted for approval by the Board. The Program of Work will center on marketing, regional development issues, and enhancing the regional business climate.
- Upon approval by the Board of Directors, hire and provide direct management and supervision of any full or part-time employees as required by the organization.
- Perform other duties as assigned by the Board of Directors.

### About the Alliance

The South Carolina I-77 Alliance is a public-private, nonprofit economic development corporation pursuing 501(c)(3)

status. The organization's sole mission is to position and market Chester, Fairfield, and York Counties as a world-class business location to attract investment and high quality jobs to its service territory.

All applicants should submit a résumé and cover letter detailing relevant experience and salary requirements no later than June 5, 2014.

The South Carolina I-77 Alliance provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, disability, genetic information, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state and local laws. The South Carolina I-77 Alliance complies with applicable state and local laws governing non-discrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including, but not limited to, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

**Burnet R. Maybank, III**

Nexsen Pruet, LLC

1230 Main Street, Suite 700 (29201)

P.O. Drawer 2426

Columbia, SC 29202

T: 803.540.2048, F: 803.253.8277

Cell: 803.960.3024

[bmaybank@nexsenpruet.com](mailto:bmaybank@nexsenpruet.com)

[www.nexsenpruet.com](http://www.nexsenpruet.com)

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