



# Job Opportunity **President**



Strategic Economic  
Development Corporation

# About SEDCOR

Strategic Economic Development Corporation collaborates with business and community leaders who are committed to the economic health of Marion, Polk and Yamhill counties in Oregon's Mid-Willamette Valley. SEDCOR's mission is to leverage the strength of its public and private partnerships to successfully retain, grow and attract high value jobs and capital investment, while providing members services to support the region's businesses success.

For the 2018-21 Fiscal Years, SEDCOR's objectives are to:

- Retain and expand traded sector businesses.
- Recruit traded sector companies.
- Collaborate on strategic projects.
- Create an inviting environment for entrepreneurs.
- Grow the community business network.
- Share the region's business stories.

SEDCOR's current staff is a president, business retention and expansion managers in Marion, Polk and Yamhill counties, a special events/office manager and a communications/marketing manager. The SEDCOR Board of Directors consists of 45 directors, including



nine members on the SEDCOR Executive Council. A 501(c)6 nonprofit, the organization's current resources are 60 percent from government contracts; 18 percent from membership dues and 18 percent from other revenue sources.

Staffing programs and services are 61 percent, the majority of the expenses.

For additional information, visit [www.sedcor.com](http://www.sedcor.com)

## Opportunities and Challenges

SEDCOR's Executive Council has identified the following strategic issues to guide its recruitment for a new SEDCOR president and for planning for the organization's future:

**Knowledge** – SEDCOR's president should be knowledgeable of the steps, actions and issues affecting successful economic development.

Serving 34 cities in Marion, Polk and Yamhill counties, the president needs to know the strengths and weaknesses of each city and have an understanding of what is needed to facilitate each city's economic growth.

While it's impossible for one person to know everything, the executive should know how to network and who to ask for information or assistance.

**Communication** – Good communication skills are essential for building trust. For 36 years, SEDCOR has been a trusted advocate for economic development. It's imperative the president communicates clearly and effectively with staff, and public and private partners.

**Accepts Risks** – The president should be able to identify a goal, plan a strategy to accomplish it and know how to navigate any roadblocks. A leader's responsibility is to ask difficult questions, decipher the facts and chart a path for creative problem solving.

**Inspirational** - Economic development requires planning and patience, especially since projects can take time to see to fruition. A leader should be able to inspire the staff, board of directors, SEDCOR members

and public and private partners. In economic development, situations related to money, politics, growth and the economy could cause heated discussions. A good leader has the ability to listen and ask questions. An executive who has earned the community's trust will be able to successfully communicate an idea, vision or

solution to bring people together to work toward the common goal of making the region the place to live, work and play.

**Entrepreneurial** – SEDCOR has made it an objective to focus on creating an inviting environment for entrepreneurs and developing strategy to foster the success of their start-up companies.





## President's job

The SEDCOR Executive Council provides the direction for the president, who works with staff to fulfill the Strategic Plan of bringing economic diversity and vitality to the region. The executive should be known for his or her integrity, serving as trusted advocate for economic development.

The SEDCOR President is responsible for setting the vision and working with the team to implement the

strategic plan to create jobs and investments in the Mid-Willamette Valley. The president also works closely with the SEDCOR Board Chair and the members of the SEDCOR Executive Council. The candidate will also interact with public and private partners including county commissioners from Marion, Polk and Yamhill counties along with officials from cities, school districts and other government agencies.

## The Candidate

Economic development is defined broadly as a process that affects the well being of a community, region, or state and its residents. The role of SEDCOR's president is to positively influence that process by serving in two roles: provide leadership in policy-making and administer policy, programs and projects. The ideal candidate will be:

- A team player with everyone he or she works with;
- Well-versed in economic development;
- Able to analyze and understand economic trends and data;
- Skilled in community collaboration, networking and problem solving;
- An excellent and thoughtful communicator who is viewed as a trusted advocate and confidant;
- Well-respected for his or her integrity, leadership and curiosity - all necessary to be successful as president;
- Proficient in managing the organization's finances and staff.

To be successful in leading economic development in Oregon's Mid-Willamette Valley, the president must take the role of:

**Analyst** – Understand the strengths and weaknesses as well as the comparative advantages of the local economy. The analyst provides quantitative and qualitative information to decision and policy makers.

**Catalyst** – Provide inducements to leverage the invest-

ments or involvement of different public and private sector actors. The catalyst invokes enthusiasm and excitement within the community to support initiatives.

**Gap Filler** – Provide assistance where the markets and institutions cannot or will not meet the needs of the community. Public sector efforts should not supplant the private sector where the private sector is willing and able to make needed investments.

**Advocate** – Speak out for the well being of the community and protect the interests of existing businesses.

**Educator** – Educate the general public and SEDCOR members about the role and benefits of economic development.

**Visionary** – Offer a vision of what could be if community spirit and resources are marshaled and focused on catalytic projects and new attitudes that can positively change the community's economic future. SEDCOR's president must be willing to gaze over the economic horizon to see not only what is most likely to happen but also what might be. The president should have some degree of risk taking abilities for change to occur. SEDCOR's president alone cannot improve the economic well being of the community. The president must be able to tap into the skill sets, knowledge and expertise of the staff, Executive Council, Board of Directors and public and private partners to effectively lead in direction that benefits the residents who live, work and play in Marion, Polk and Yamhill counties.

# Marion, Polk and Yamhill Counties

From small town ambiance to cutting edge technology, the communities in Marion, Polk and Yamhill counties are places people want to work, live and play. The three counties form Oregon's second-largest MSA, including the state capitol of Salem.

All the communities have easy access to Interstate 5, the Oregon Coast, the Cascade Mountains, outdoor activities, and urban amenities. The region offers affordable housing, award-winning K-12 school systems and five institutions of higher education.

Major industries include agriculture and food processing; aviation and aerospace; advanced manufacturing; technology; transportation and distribution; and wood products and forestry.

Partnering with local government, state agencies and local economic development organizations, SEDCOR has pursued regional economic development goals to retain existing businesses and attract new foreign and domestic companies to the area.

This shared vision has resulted in several successes through the expansion of local companies such as Oregon Fruit Products, Kettle Foods, Wilco/Hazelnut Growers of Oregon, Garmin, A.R.E. Manufacturing and MAK Grills and the recruitment of companies including Amazon, Henningsen Cold Storage, The Home Depot Rapid Deployment Center and Agricultural Capital. Government, education and health services comprise 45 percent of Salem Metropolitan Statistical Area employment.

Oregon's Mid-Willamette Valley is a dynamic location for business expansion and relocation. The area benefits from cost competitive sites, its proximity to major population centers, access to a well-trained and adaptable labor force, an abundance of natural resources, and economic development incentives.

Collaboration among the public and private sectors has continued to result in the extension improvement of critical infrastructure, shovel ready industrial site certification, and business recruitment and expansion.



## Minimum Qualifications

Five years of increasing leadership expertise in economic development or comparable experience is required. A bachelor's degree in business, economic development or related field, or equivalent experience is required. Certificate of Economic Development is desired.

## Compensation

Please include your salary expectations in your letter.

## How to Apply

The SEDCOR Executive Council is managing the recruitment process. Qualified individuals should submit a cover letter; resume; at least three professional references, and a brief narrative description of their economic development success in the last five years, to include jobs and capital investment created and the individual's role. Application deadlines is Sept. 7, 2018.

## Send to:

SEDCOR President Recruitment  
626 High Street NE, Suite 200  
Salem, OR 97301

Email material to [tlundy@sedcor.com](mailto:tlundy@sedcor.com)

