



Marshall County, Alabama

Opportunity, Community, and Growth in the Heart of North Alabama

Nestled in the thriving North Alabama region, **Marshall County, Alabama** offers an exceptional blend of quality of life, economic vitality, and strategic location. Known for its welcoming communities, strong work ethic, and natural beauty, Marshall County is a place where people and businesses alike can grow, succeed, and thrive. This job opportunity represents more than a position—it is an invitation to become part of a forward-looking county with deep roots and a promising future.

Exceptional Quality of Life

Marshall County is celebrated for its outstanding quality of life, combining small-town charm with access to modern amenities. Residents enjoy affordable housing, safe neighborhoods, and a strong sense of community. The county is home to Lake Guntersville, one of Alabama's premier outdoor destinations, offering boating, fishing, hiking, and year-round recreation. Marshall County is also home to three State Parks that provide tremendous outdoor recreational opportunities. Excellent schools, local healthcare facilities, and a family-friendly atmosphere make Marshall County an ideal place to live, work, and raise a family. Cultural events, local festivals, and community involvement further enhance the county's livability and sense of belonging.

Proven Business and Industry Success

Marshall County has a long-standing reputation as a place where business can succeed. The county's economy is diverse and resilient, supported by advanced manufacturing, automotive suppliers, agribusiness, logistics, and small businesses. Global and regional employers have chosen Marshall County for its skilled workforce, competitive operating costs, and business-friendly environment. Local leadership is committed to economic development, infrastructure investment, and workforce training, creating a strong foundation for continued industrial and commercial success.

Growth and Opportunity in North Alabama

As part of one of the fastest-growing regions in the Southeast, Marshall County is experiencing sustained growth and increasing attractiveness. Population growth, new investment, and expanding infrastructure reflect the county's momentum. North Alabama's reputation for innovation, manufacturing excellence, and economic diversification directly benefits Marshall County, positioning it as a prime location for future development and career advancement.

Strategic Proximity to Huntsville, Alabama

One of Marshall County's greatest advantages is its close proximity to **Huntsville, Alabama**, a nationally recognized hub for aerospace, defense, technology, and research. Located just a short drive away, Huntsville provides access to Redstone Arsenal, Cummings Research Park, world-class educational institutions, and a highly educated talent pool. This proximity allows Marshall County to benefit from Huntsville's economic engine while maintaining a lower cost of living, less congestion, and a more relaxed pace of life. Professionals can enjoy the best of both worlds—career opportunities and innovation nearby, with the comfort and community of Marshall County at home.

A Place to Build a Career and a Life

Marshall County stands at the intersection of tradition and progress. Its strong community values, successful business climate, natural beauty, and strategic location make it one of North Alabama's most attractive regions. This position offers the opportunity to contribute to a county that is growing with purpose and confidence—where your work can make a meaningful impact and your quality of life can truly flourish.

Marshall County, Alabama—where opportunity meets community, and the future is bright.

Job Description: Executive Director, Marshall County Economic Development Council

Position Summary:

The Executive Director serves as the chief executive officer of the Marshall County Economic Development Council (MCEDC), providing strategic leadership to promote, develop, and diversify the economic base of Marshall County Alabama. This role leads business recruitment, expansion, and retention initiatives; cultivates strong partnerships with public and private stakeholders; and oversees all organizational operations, staff, marketing, and strategic planning to advance the community's business, industrial, and retail economic competitiveness.

The Executive Director reports directly to the MCEDC Board of Directors

Key Responsibilities

Strategic Leadership & Planning

- Develop and implement a comprehensive economic development strategy aligned with community goals and regional opportunities.
- Monitor economic trends, workforce needs, and industry shifts to shape strategic priorities.
- Lead long-term planning regarding industrial recruitment, commercial development, workforce development, and quality-of-life initiatives.
- Establish an organizational structure that is efficient, productive, and enhances the purpose and vision of the MCEDC.

Business Recruitment, Retention & Expansion

- Proactively identify and recruit highly targeted industries, including (but not limited to) advanced manufacturing, aerospace, logistics, technology, and corporate services.
- Build and maintain strong relationships with existing employers to support retention and expansion activities.
- Coordinate site visits, incentive discussions, and project negotiations. Participate in local IDB activities to assist communities in economic development efforts.

Partnership Development

- Serve as the primary liaison with city and county governments, utilities, workforce organizations, chambers of commerce, state development agencies, educational institutions, and regional economic development partners.
- Represent the EDA at community, state, and national events to build visibility and relationships.

Organizational Management

- Oversee daily operations, staff supervision, professional development, and organizational culture.
- Prepare and manage annual budgets, financial reporting, and grant applications.
- Maintain records, contracts, project documentation, and compliance with all applicable laws and policies and keep the Board properly advised in all efforts.

Marketing & Communications

- Lead branding and marketing efforts to promote the community as a competitive business location.
- Oversee development of promotional materials, website content, data resources, and media communication.
- Represent the MCEDC as the primary spokesperson when appropriate.
- Strong communicator of efforts and organizational operations to all MCEDC stakeholders.

Site & Infrastructure Development

- Collaborate with public agencies and private partners on industrial park development, site certification, and infrastructure improvements.
- Identify available properties and maintain updated site and building databases.
- Support long-term planning for utility, transportation, workforce, and community infrastructure needs.

Board Relations

- Provide regular project updates, financial reports, and strategic recommendations to the Board of Directors.
- Assist the board in policy formation, governance best practices, and strategic decision-making.
- Assist in Board development, training, and recruitment.

COMPENSATION

- Base Salary \$125,000 to \$150,000.
- Competitive Benefits Package.
- Incentive packages may be negotiated based on experience.
- Flexible schedule.
- Relocation Package may also be considered.

Minimum Qualifications

- **Bachelor's degree** in economic development, business administration, public administration, urban planning, marketing, or a closely related field. (Appropriate economic development field experience and success may be substituted for educational attainment level.)
- **Five (5) years of progressively responsible experience** in economic development, business development, public administration, industrial recruitment, or a related field.
- Demonstrated experience in **project management, negotiations, and working with public officials and private-sector leaders**.
- Strong knowledge of **economic development methods**, including incentives, site selection, industrial development, workforce strategies, and public–private partnerships.
- Proven ability to **manage budgets, supervise staff**, and oversee complex organizational operations.
- Excellent **communication, public speaking, and relationship-building skills**.
- Ability to work with confidential information and handle sensitive negotiations.
- Valid driver's license and ability to travel regionally and out of state as needed.

Preferred Qualifications

- Master's degree in a relevant field (MBA, MPA, economic development, planning, etc.).
- Certified Economic Developer (CEcD) or Professional Community & Economic Developer (PCED) credential, or willingness to obtain.
- Direct experience working with state and regional economic development organizations, including those in Alabama (e.g., Alabama Department of Commerce, TVA, North Alabama regional partners).
- Experience with industrial park development, property negotiations, and public infrastructure projects.
- Familiarity with economic development in mid-sized Southern or Southeastern communities.
- Experience with grant writing, federal programs, or incentive structuring.

Personal Attributes

- Visionary, collaborative, and entrepreneurial mindset.
- Strong leadership presence and high emotional intelligence.
- Ethical, transparent, and committed to public service.
- Results-oriented with the ability to manage multiple priorities.
- Skilled in relationship management and community engagement.
- Self-starter with strong work ethic.
- Strong organizational skills.
- Adaptability.
- Technology Savvy.
- Good communication and listening skills.

Working Conditions and Expectations

- Full-time position with frequent local travel and occasional regional or national travel.
- Evening or weekend work may be required for events, board meetings, or project deadlines.
- Competitive salary and benefits package negotiable depending on work experience and related economic development expertise and proficiency.
- While core business hours are typical, the position often requires flexibility. Evening and occasional weekend work is common to accommodate community meetings, public presentations, board meetings, networking events, and prospect visits. Travel—both within the region and occasionally out of state—may be required for site visits, conferences, trade shows, and meetings with prospective industries or partner organizations.
- The Executive Director works closely with a wide range of stakeholders, including board members, elected officials, local governments, business leaders, utility providers, educational institutions, developers, and state and regional partners. The role involves frequent interaction with the public and private sectors and requires professionalism, diplomacy, and strong interpersonal skills.
- Working conditions are fast-paced and goal-driven, with responsibility for managing multiple projects simultaneously. The Executive Director is accountable for business recruitment, retention, expansion efforts, marketing initiatives, grant opportunities, and strategic planning. Deadlines, performance metrics, and confidentiality requirements are a regular part of the role.
- The position typically operates with a high level of autonomy while reporting to and working under the guidance of a board of directors. This requires sound judgment, self-direction, and the ability to balance strategic vision with policy direction and fiscal responsibility.
- The role is deeply connected to the economic health and future of the community. The Executive Director often serves as an ambassador for the region, representing local interests and opportunities to external audiences.

This job description is not intended to be an exhaustive list of duties, but rather to provide a general overview of the responsibilities and expectations of the position. As business needs evolve, the essential functions of this role may also change.

Application packets should be sent to:
Marshall County Economic Development Council
P.O. Box 456, Guntersville, AL. 35976

Or electronically to MCEDC Board Chair, Dr. Joe Whitmore, joe.whitmore@snead.edu

Packets should include at a minimum, letter of interest, resume, 5 professional references.