

Thurston Economic Development Council (EDC)
4220 6th Ave SE Lacey, WA 98503



Position Title: Marketing & Business Outreach Specialist

The Opportunity:

As a passionate business professional, you will have the unique opportunity to develop this new position within the recently launched Pierce County Community Navigator Program. You will work alongside several others who are all dedicated to growing underserved firms throughout the County. This full-time position specializes in providing government contracting advising services to businesses – helping them grow their public sector customer base. You will build relationships in the community, meet business owners, and help strengthen the economic outlook of those you serve.

The EDC's performance period for providing services under this contract is through December 31, 2023. After the conclusion of the Navigator program funding from its current source, it is everyone's intent that the program/position continue with other sources in perpetuity.

Position Responsibilities:

- Conduct outreach and engagement to businesses regarding opportunities in public sector. Outreach targets are small, women owned, minority owned, rural, and veteran owned businesses. (approx. percentage of work 60%)
 - Coordinate workshops and events that increase knowledge of government contracting
 - Develop and maintain relationships with federal, state and local government agencies and prime contractors
 - Develop and maintain relationships with other business resource providers throughout the region
 - Represent the Thurston EDC on the Community Navigator team and help achieve goals related to number of businesses served and other metrics.
- Assist businesses directly with securing new contracts and the public sector contracting process (approx. percentage of work 35%):
 - Review and disseminate bid opportunities and subcontracting opportunities to clients
 - Meet or exceed program goals for number of counseling sessions, events, etc. Keep counseling reporting database up to date.
 - Collaborate with PTAC counselors and other resource provides throughout the state and region.
- Other duties as assigned (approx. percent of work 5%)

Required Skills:

- Excellent marketing and outreach skills
- Strong verbal communication skills, including public speaking in front of large and diverse audiences
- Ability to utilize and maximize virtual environments
- Ability to learn and train businesses on public sector contracting (training provided with full performance level expected with 6 months of hire)

- Ability to develop strong, meaningful relationships with referral sources and other program stakeholders.
- Knowledge of or ability to quickly learn business and government contracting principles and how to apply them to the client business success strategy. Training available.
- Strong computer skills to research government marketplace and navigate registrations and online government systems
- Ability to take complicated material and create concise curriculum for adult learners
- Work well within a team environment and collaborative approach to work
- Proficiency with Microsoft Word, Outlook, and Excel

Annual Salary Range: \$65,000 - \$70,000.

Preferred Experience:

- Experience providing assistance to small businesses and/or
- Experience working within a business that sells to the government and/or
- Experience as a contracting officer for a government agency

Working Conditions: Professional office environment - Daily use of computer required. Some travel by automobile is required throughout service area of Pierce County. EDC has a strong team approach to delivering products and services to the community and businesses. The successful candidate should be comfortable with this type of collaborative working environment.

Thurston EDC is an equal opportunity employer and does not discriminate against an employee or client on the grounds of race, creed, color, national origin, age, sex, marital status, veteran status, sexual orientation or the presence of any disability.

This is a full-time salaried position that is exempt from overtime. All full time employees are offered a benefits package that includes medical, dental, vision, paid vacation and holidays and a matching retirement plan.

Thurston EDC is located in Lacey, WA. Note that the location of the Pierce County office is still being determined at this time. It will launch as a 100% remote position and transition later to an office location in Tacoma.

Instructions: Please submit a cover letter and resume to office@thurstonedc.com ASAP. Resumes without a cover letter will not be considered. The position is open until at least February 2 or until filled.