

CITY OF STANWOOD

# The City of Stanwood, Washington



is seeking an

## Economic Development and Marketing Manager

\$82,704 to \$93,084 annually, plus excellent benefits



*Stanwood is located 50 miles north of Seattle, at the mouth of the Stillaguamish River near Camano Island, and is the commercial and cultural hub of the greater Stanwood/Camano community.*

*Stanwood has retained its small town character and sense of community. The City's historic resources have been preserved and its connections to the surrounding agricultural land and rural environment have been strengthened. New residential neighborhoods and commercial centers form an aesthetically pleasing community character. The City and community work cooperatively together to promote tourism, access to local natural features and special events.*

*Stanwood was founded in 1866 as Centerville, adopting its current name in 1877 and incorporated as a City in 1903. Since the 1990s, Stanwood has grown into a bedroom community for Seattle and Everett.*

*Stanwood is located on State Route 532, an east-west highway connecting Camano Island to Interstate 5 east of Stanwood. The City is also served by two other major highways: Pioneer Highway, historically part of State Route 530 and the Pacific Highway (U.S. Route 99), which continues north to Conway and east towards Arlington; and Marine Drive, which continues south to Warm Beach, the Tulalip Indian Reservation, and Marysville.*



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[www.stanwoodwa.org](http://www.stanwoodwa.org)



## THE COMMUNITY:

Stanwood is the town center serving a diverse rural, suburban and urban population of 34,000 people spread across two counties in what is generally identified as “Greater Stanwood Camano.” Stanwood’s residential population totals 7,070,

an increase of 13% since 2010, making it one of the fastest growing communities in Snohomish County. Many residents outside the City come into Stanwood for business, community events and park and recreation services. The City is focusing on retaining its role as the center of the Greater Stanwood area by pursuing new endeavors that support the downtown and employment diversification. This area is rich in both scenic beauty and natural resources.

## CITY GOVERNMENT:

The City of Stanwood utilizes a mayor-council plan of government, with an elected strong mayor and council elected at-large. The mayor-council form of government consists of two separate power centers, each directly elected by the people: the mayor as chief executive and the council as the municipal legislature.

The Economic Development and Marketing Manager reports directly to the City Administrator who has administrative oversight of a full service City. City departments include Community Development, City Clerk, Human Resources, Finance and Public Works. Police, Fire, and City Attorney services are provided under contract. Thirty-six (36) full-time employees provide municipal services, with the Mayor guiding an overall \$52.2 million annual operating and capital budget.

## THE POSITION:

The Economic Development and Marketing Manager (EDMM) leads the creation and implementation of economic development strategies for the City, including business recruitment, retention, and small business support, as well as tourism initiatives. The EDMM designs and implements marketing campaigns to promote the City as a vibrant and dynamic community. This position



works closely with community stakeholders, including state, regional, and local organizations, as well as all other city departments to retain current businesses and attract new throughout the City. Responsibilities are varied and include economic and marketing studies, data research and trends analysis, and identification of funding sources for business development and tourism program support. Additionally, emphasis will be placed on community marketing and promotional programs; including content management and updates to the

City’s Economic Development *doing business* website pages, tourism website [www.discoverstanwoodcamano.com](http://www.discoverstanwoodcamano.com) and the related social media outreach to business and visitor groups. The EDMM will serve as a liaison to external organizations, assigned media, and consultants with the goal of establishing and maintaining professional, consistent, and timely two-way communications with all stakeholders.

## THE IDEAL CANDIDATE:

The ideal candidate is a dynamic leader and communicator who can represent, promote and market the City of Stanwood through participation with various local, state and regional business groups. The successful candidate will demonstrate and encourage teamwork and collaboration; leading and coordinating business meetings; providing input regarding all City economic development and tourism issues; researching and preparing data and materials for review and successful project implementation; possess past knowledge and successes with the on-going implementation of economic development initiatives, including marketing, outreach and business retention efforts. The position requires a leader who is willing to enthusiastically roll up their sleeves and be a working manager, just as all other City managers are expected to do. While technical skills are very important, it will be necessary for this individual to encourage and listen to feedback, work closely with leadership and staff from all departments, and adapt quickly to changing priorities.

## EDUCATION, EXPERIENCE and TRAINING:

Any combination of work experience and education that allows the applicant to demonstrate an understanding of economic development and marketing strategies; small business administration and funding methods, especially in the public sector; commercial property development; real estate and market analysis; and tourism development.

Preferred educational experience includes a Bachelor’s degree in business administration, marketing, economics, urban planning or related field.

Preferred professional experience includes a minimum of three (3) years in a field that provides the necessary knowledge, skills and abilities required for this position.



## OTHER REQUIREMENTS:

The successful candidate must pass a pre-employment background and reference check prior to the start of employment.

## COMPENSATION AND BENEFITS:

The annual range is \$82,704 to \$93,084. Placement within the range will be dependent upon the qualifications and experience of the selected candidate. An excellent benefit package provides medical insurance, dental and vision coverage, life, short and long-term disability insurance, Paid Time Off: 21-31 days per year. Twelve paid holidays per year. Washington State Public Employees Retirement System, and Deferred Compensation Retirement Plans, with City match.

*The City of Stanwood does not discriminate on the basis of race, religious creed, color, national origin, ancestry, disability, medical condition, marital status, sexual orientation, sex, or age, in any programs or activities. Equal Opportunity/ADA Employer*

## TO APPLY:

Apply online or download application materials: [www.stanwoodwa.org](http://www.stanwoodwa.org)  
Completion of Supplemental Questionnaire Required

Open until filled. Next application review: Monday, March 22, 2021