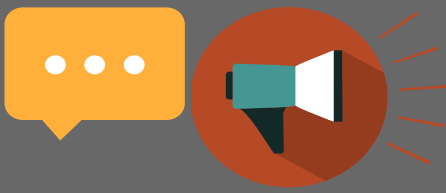




#EconDev - a [great] career doing [good]

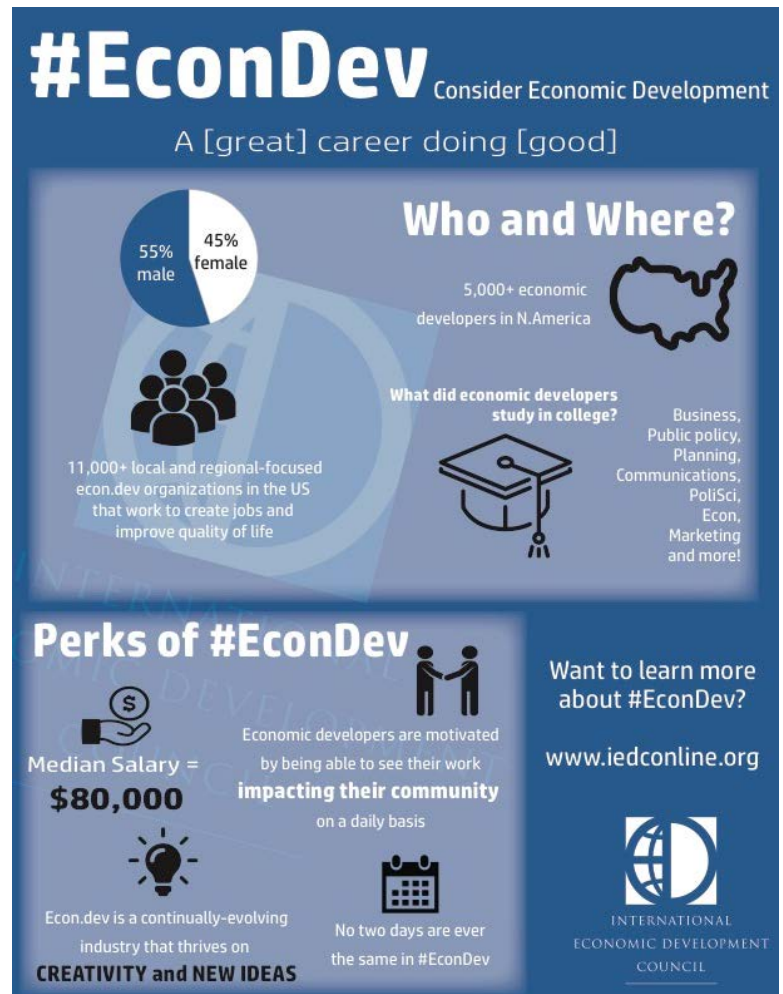
Economic Development Career Awareness
Toolkit



Toolkit Resources for Current Economic Developers:

[#EconDev Career Deck](#) - a brief presentation outlining the economic development profession, what we do, what a career path can look like, and what a “day in the life” is like.

[#EconDev Infographic](#) that can be used on social media or distributed in other areas. Social Media Posts (below) - these are draft content and graphics that can be used as part of a social media campaign for EDOs, or tweaked based on job opportunities.



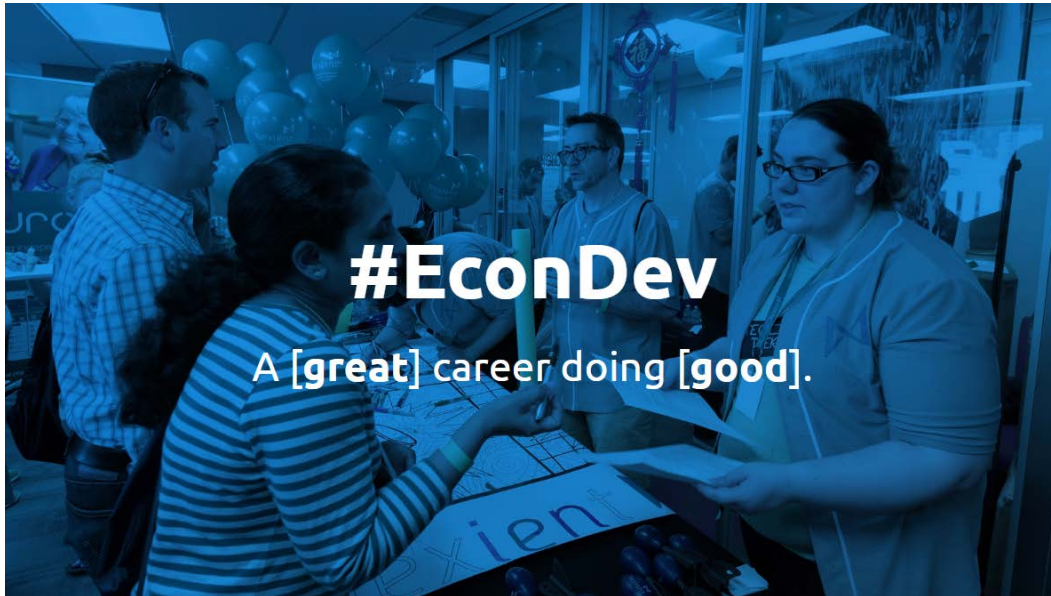
Next Steps for this Toolkit and IEDC Young Professionals Advisory Committee:

1. Start using the content within your organizations, or ask if you can get involved with your university's career exploration work.
2. Create a Young Professional or career-focused section of the IEDC website.
3. Survey IEDC members about their educational background to better understand the sources of economic developers

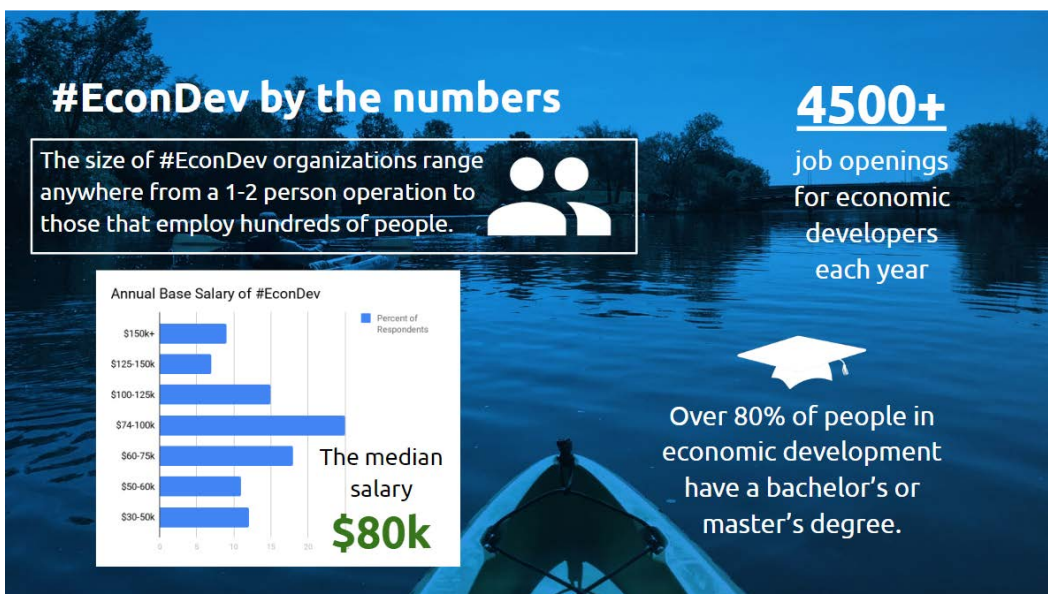


Social Media Posts

Considering a career change? Economic developers are catalysts for change in their communities. Find out more about our open positions here. #EconDev



Did you know that there are over 4,500 job postings for #EconDev each year around the country? Learn more about new opportunities here. #ByTheNumbers



#EconDev - a [great] career doing [good]

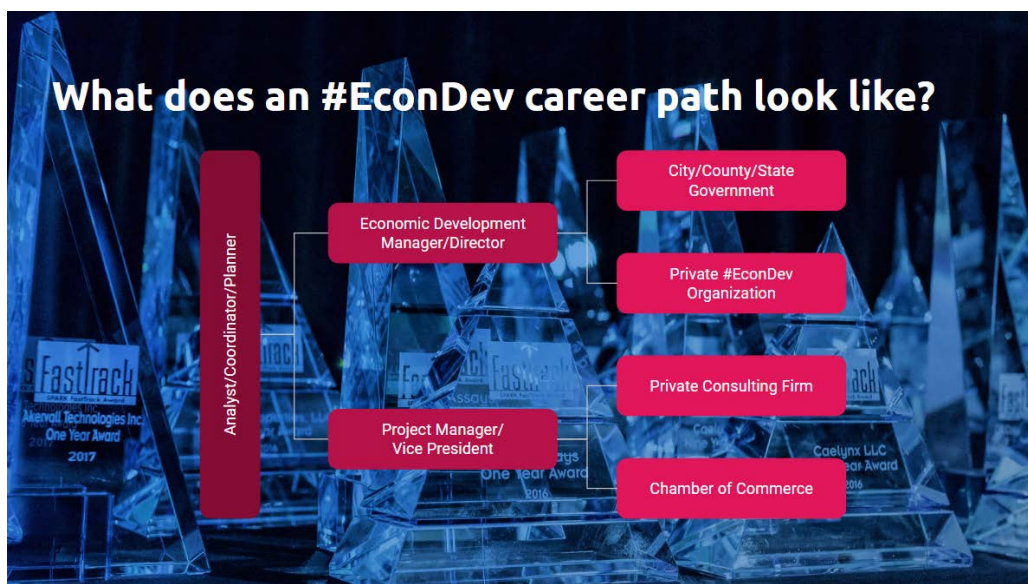


Social Media Posts

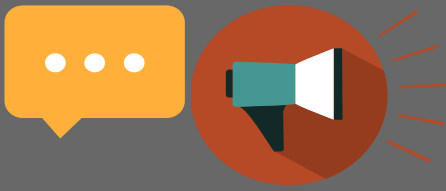
Bored in your current role? Few careers provide for as much variety and new opportunities day-to-day. Learn more about new opportunities here. #EconDev

MONTH _____				YEAR _____		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Discuss Dev Agmt - 10am	IEDC Webinar - 1:30pm	Weekly Team Meeting - 1pm	Ribbon Cutting Downtown - 9am	
	Board Meeting - 7pm		Acme BRE Visit - 2pm	Weekly Team Meeting - 1pm		
	Redesign Marketing Flyer - 11am	YP Networking Event - 5pm		Weekly Team Meeting - 1pm	Start Planning For Trade Show - 9am	
	IEDC Annual Conference - Atlanta, GA Out of the Office			Weekly Team Meeting - 1pm		
	Ribbon Cutting Ent. Dist. - 12pm		Tool & Dye BRE Visit - 2pm	Weekly Team Meeting - 1pm		

Ask us about #EconDev career paths here!



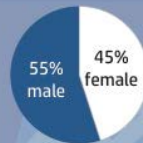
#EconDev - a [great] career doing [good]



#EconDev

Consider Economic Development

A [great] career doing [good]



11,000+ local and regional-focused econ.dev organizations in the US that work to create jobs and improve quality of life

Who and Where?

5,000+ economic developers in N.America



What did economic developers study in college?



Business, Public policy, Planning, Communications, PoliSci, Econ, Marketing and more!

Perks of #EconDev



Median Salary =
\$80,000



Econ.dev is a continually-evolving industry that thrives on
CREATIVITY and NEW IDEAS



Economic developers are motivated by being able to see their work
impacting their community
on a daily basis



No two days are ever the same in #EconDev

Want to learn more about #EconDev?

www.iedconline.org



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL



#EconDev

A [great] career doing [good].

An aerial photograph of a city at dusk, with a blue color overlay. The text is centered in the upper half of the image. The city below shows various buildings, including a prominent tall skyscraper on the right side.

Economic developers are catalysts for change in their communities.

By partnering with businesses, nonprofits, and others, economic developers empower the people in their communities to improve their lives.

#EconDev by the numbers

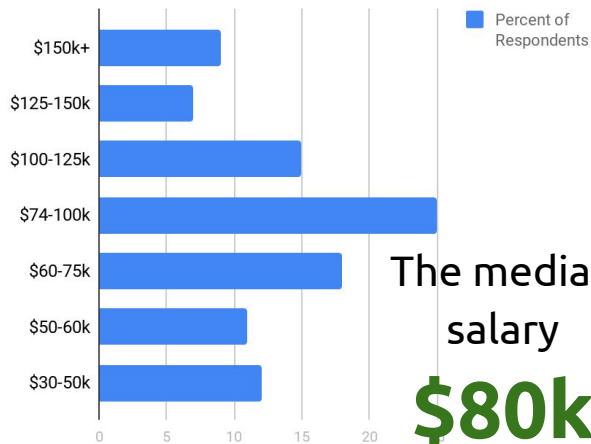
The size of #EconDev organizations range anywhere from a 1-2 person operation to those that employ hundreds of people.



4500+

job openings
for economic
developers
each year

Annual Base Salary of #EconDev



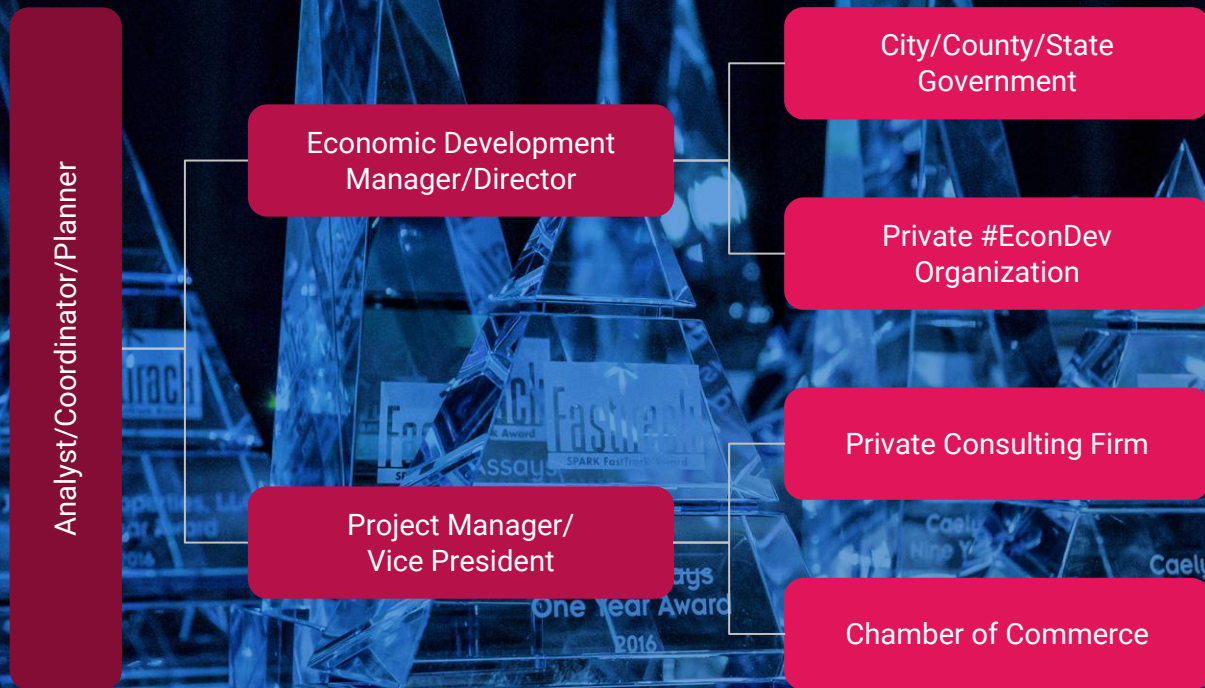
Over 80% of people in
economic development
have a bachelor's or
master's degree.

A day in the life...

- Few careers provide for as much variety and day-to-day opportunities to meet new people, work on interesting projects and get access to decisions that can shape the future. Sounds like hyperbole, but it's not.
- Prepare to work hard.

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What does an #EconDev career path look like?



What do economic developers study in college?

A variety of majors:

- Business
- Public Policy / Public Administration
- Urban Planning
- Public Relations / Communications
- Political Science
- Economics
- Marketing

But don't let that limit you - #EconDev has a diversity of backgrounds.

Some of the things #EconDev involves...

- Ever wonder why your a business chooses to locate in a certain area? Economic developers work on company location decisions like Amazon's second headquarters location or your favorite restaurant's new location.
- Assisting companies with finding new talent for their job openings
- Working to revitalize underserved neighborhoods
- Assisting entrepreneurs
- Making downtowns more exciting
- Organizations that hire economic developers include the public sector (cities, counties), non-profits, private businesses and colleges / universities

A woman with blonde hair, wearing a denim jacket and a graphic t-shirt, is riding a white bicycle with purple wheels on a city street. The background shows residential buildings and parked cars. The entire image has a blue color overlay. White text is centered over the image.

Learn more about careers in #EconDev

www.IEDOnline.org