



EXECUTIVE DIRECTOR

SOUTHERN OREGON REGIONAL ECONOMIC DEVELOPMENT, INC (SORED)

MEDFORD, OREGON | **HIRING RANGE: \$100,000–\$150,000 DOE/DOQ**

SOUTHERN OREGON REGIONAL ECONOMIC DEVELOPMENT, INC. (SORED) is seeking a strategic, externally focused, and politically astute Executive Director to lead a highly respected economic development organization serving Jackson and Josephine counties. With an experienced team of 6.5 full-time staff and an annual operating budget of approximately \$700,000, SORED functions as a regional catalyst for private investment, business attraction and retention, workforce development, and cross-sector collaboration. The incoming Executive Director will assume leadership of a fiscally stable organization with a solid operational framework and a recently completed five-year strategic plan. This role presents a unique opportunity to enhance SORED's regional presence, cultivate high-impact partnerships, and lead the organization into its next phase of strategic economic advancement in Southern Oregon. ***Drive regional prosperity and lead economic innovation in Southern Oregon, apply today!***



Southern Oregon Regional
Economic Development, Inc.
Wildly Serious About Business

THE COMMUNITY

SOUTHERN OREGON IS ONE OF THE FASTEST-GROWING regions in the Pacific Northwest, known for its combination of natural beauty, economic opportunity, and lifestyle affordability. Home to approximately 540,000 residents, the region includes the thriving cities of Medford, Grants Pass, Ashland, and Central Point. It attracts a diverse mix of entrepreneurs, professionals, and families seeking access to outdoor recreation and a strong sense of community. Residents enjoy year-round activities including hiking, skiing, rafting, and fishing, along with award-winning theatre in Ashland and local vineyards. Located near the California border and roughly 273 miles from Portland, Southern Oregon offers excellent connectivity while maintaining its distinct identity. Key industries include advanced manufacturing, food production, software development, and e-commerce, supported by strong infrastructure, workforce training partnerships, and enterprise zone incentives. The region's appeal lies in its balance, offering both small-town charm and the resources of a competitive economic hub.





THE ORGANIZATION

SOREDI IS A PRIVATE NONPROFIT organization that has served Jackson and Josephine counties since 1987. With an approximate FY2025 budget of \$700,000 and a team of 6.5 professionals, SOREDI supports business development and job creation through its strategic goals: Launch, Relocate, and Prosper. Representing a diverse membership of 147 businesses, public utilities, and local governments, SOREDI fosters economic growth by attracting new companies, supporting startups, and helping existing businesses expand. As the region's central economic development hub, the organization facilitates strategic partnerships, provides gap financing through a loan fund, sponsors industry tours, and hosts events to promote regional collaboration. Governed by an engaged Board of Directors, SOREDI leads efforts to build a thriving, diversified economy in Southern Oregon—a region known for its quality of life, strategic location, and entrepreneurial appeal.

[LEARN MORE ABOUT SOREDI](#)

[READ THE CURRENT STRATEGIC PLAN](#)



THE BOARD OF DIRECTORS

THE SOREDI BOARD OF DIRECTORS IS composed of a diverse group of leaders representing private industry, public agencies, utilities, education, and local government across Southern Oregon. The Board includes executives, city officials, business owners, and economic development professionals from both Jackson and Josephine counties. Their collective expertise spans sectors such as banking, manufacturing, higher education, telecommunications, and real estate. This broad representation ensures strategic alignment with regional priorities and fosters collaborative economic development initiatives. Board members actively guide SOREDI's mission to support business growth and job creation while promoting regional prosperity.

[LEARN MORE ABOUT THE BOARD](#)



THE JOB

REPORTING TO THE BOARD OF DIRECTORS, the Executive Director provides strategic leadership and externally represents SOREDI, with a focus on relationship-building, regional advocacy, and strategic alignment. The Director is responsible for implementing the organization's new strategic plan, increasing membership engagement, and elevating SOREDI's visibility across Jackson and Josephine counties. They oversee business development, marketing, events, membership growth, and the loan program, while regularly engaging with elected officials, economic leaders, and private-sector stakeholders. Core duties include cultivating cross-sector partnerships, advancing the strategic plan, articulating a compelling value proposition, managing the revolving loan fund, overseeing enterprise zone programs, representing SOREDI in regional and statewide initiatives, and collaborating with workforce partners to support talent development.

THE IDEAL CANDIDATE

THE IDEAL CANDIDATE IS an innovative and strategic leader with the ability to balance vision, operational execution, and effective relationship-building. Politically astute and skilled at navigating complex stakeholder landscapes, they are committed to driving sustainable economic development across Southern Oregon. Exceptional communication skills, executive presence, and emotional intelligence are essential. They view their role as one of equal partnership with public officials, business leaders, and community stakeholders, serving as a trusted strategic advisor while thoughtfully managing expectations and aligning priorities. They are adept at cultivating high-impact partnerships, managing nonprofit governance, and leveraging diverse funding sources, including grants and loan programs. A forward-thinking mindset and responsiveness to evolving community needs are key to advancing SOREDI's mission and regional impact.



The ideal candidate will also demonstrate the following core competencies...

Relationship Building: Cultivates strong, trust-based partnerships across public, private, and nonprofit sectors to advance regional economic development goals.

Political Acumen: Navigates complex political landscapes with confidence and diplomacy, engaging effectively with elected officials and community leaders.

Visioning & Results Orientation: Crafts and executes a strategic vision to grow SOREDI's membership base, leveraging targeted marketing and outreach strategies to enhance engagement, demonstrate value, and drive organizational impact.

Financial Acumen: Oversees budgeting, loan fund management, and fiscal strategy to ensure organizational sustainability and effective resource deployment.

Employment Standards

Education: Bachelor's degree or equivalent college degree in business, economics, finance, marketing or equivalent in training and/or demonstrated experience in the field.

Experience: 5 years of progressive experience in economic development, business attraction, or a related field.

Upcoming Projects & Opportunities

STRATEGIC REALIGNMENT. Execute the new five-year strategic plan, including clear KPIs, to redefine SOREDI's focus areas and expand its influence as a central economic partner in the region.

MEMBERSHIP DEVELOPMENT. Refine the membership structure, articulate the value proposition, and develop outreach strategies to grow and retain private and public members.

LOAN PROGRAM GROWTH. Leverage the existing \$3–4 million loan portfolio to provide expanded gap financing options, and work with the loan committee to increase community access.

PUBLIC AFFAIRS & ADVOCACY. Establish SOREDI as a peer to local government and private-sector leaders, demonstrating confidence, political acumen, and executive presence.





SALARY & BENEFITS

Hiring Range:
\$100,000 – \$150,000 DOE/DOQ

PLUS, SOREDI offers a competitive benefits package:

Competitive Pay

Medical, Dental, and Vision Plans

Paid Holidays

Vacation and Sick Leave

Paid Life Insurance

401(k) Retirement Plan: Employer match following six months of employment.

Hybrid Schedule Available

HOW TO APPLY

For first consideration, apply by **JUNE 27** at:

WBCP JOB BOARD



SAVE THE DATES

Round one interviews will take place virtually on **JULY 9**. Round two in-person interviews will take place on **JULY 18**. *Selected candidates must be available for both dates.*

QUESTIONS?

Please contact your recruiter, **Shani Pearce**, with any inquiries: shani@wbcpinc.com

866.929.WBCP (9229) toll free

541.664.0376 direct

