



Job Description

Title: Vice President of Strategy

Reports to: President & CEO

Position Type: Full-time

Summary: BE NKY Growth Partnership (BE NKY), the economic development company for Northern Kentucky, provides businesses with the expertise they need to build opportunities in Boone, Kenton, and Campbell Counties. Through our business attraction and retention efforts, we seek to create opportunity and prosperity for all Northern Kentuckians.

The Vice President of Strategy advances BE NKY's mission by anchoring both community and organizational decisions in rigorous research, planning, and targeted strategies. This role leads the Company's development of critical community strategic initiatives. Additionally, this role leverages and strengthens the cross-community and cross-company collaborations that make regional economic development, competitiveness, and sustainable growth achievable. The Vice President of Strategy connects data-informed insights, strategic planning, and on-the-ground community impact across the Northern Kentucky region and inside BE NKY.

We are seeking a leadership team member to support the organization in the following areas:

Regional Economic Development Strategy

Drive our Regional Economic Development Strategy by developing content and employing research, data-informed decision-making, collaboration and planning.

- a. Lead Northern Kentucky's *nextNKY Economic Plan* which sets community strategic goals and measurable metrics over a 5-to-10-year window.
- b. Identify new transformational economic development initiatives for Northern Kentucky which become part of the *nextNKY Economic Plan*.
- c. Oversee BE NKY's *Annual Economy in Review* to measure the current state of Northern Kentucky's economy, identify SWOTs, and provide actionable outcomes.

- d. Monitor, research and identify national, state, regional and local geopolitical, demographic and economic trends that will affect the growth of Northern Kentucky's economy.

Strategic Link – This work supports BE NKY's leadership in community economic development and aims to position Northern Kentucky ahead of potential head winds and threats to prosperity.

Drive BE NKY's Internal Strategy

Lead BE NKY's operational strategy by ensuring connectivity between the plan's focus areas and operational execution, measurable goals and metrics. Ensure BE NKY's work aligns to foster Northern Kentucky prosperity with internal and external metrics.

Strategic Link – This work supports BE NKY's Board of Directors to ensure BE NKY's work provides the highest and best use of financial and operational resources in pursuit of economic development activities. Partners with the CEO and peer leadership team to align and support the BE NKY's work with strategic initiatives.

External Relationships

Build and sustain collaboration with state, regional and local government leaders and partners. BE NKY is the recognized convener of a high-functioning, data-aligned collaboration of public, private, non-profit, and civic partners; each with defined roles and shared goals. These collaborations unlock resources, expand grant eligibility, reduce costs for community partners, and collectively advance regional competitiveness in ways no single partner could achieve alone.

Strategic Link – Coalition building is BE NKY's force multiplier – it is how regional economic development organizations achieve systemic change at a scale that exceeds its own capacity. By serving as the trusted convener of cross-sector partnerships, this work positions BE NKY as indispensable to the region's ability to attract corporate investment, secure infrastructure, and ensure growth reaches the communities that need it most.

Internal Leadership

Collaborate with the CEO and peers as a part of BE NKY's leadership team. Lead the strategy team and execute your pieces of the company's strategic operating plan.

Strategic Link – Collaboration and trust are hallmarks of BE NKY's success. The VP of Strategy is an important part of BE NKY's leadership team. Our leadership team is collaborative, open, and supportive of the

successes and challenges each vice president encounters in their daily work. The VP of Strategy will support the other VPs as they activate their pieces of the operating plan, including insights on, and tracking of, metrics, successes, and challenges facing each focus area.

Necessary Knowledge

1. Economic Development Principles – Deep understanding of community, regional and / or state economic development theory and practice, including workforce development and regional growth models.
2. Community Research and Environmental Analysis – Proficiency in research methodologies and strategic analysis frameworks such as SWOT and PESTEL to assess community conditions and demographic trends.

Skills Required

1. Strategic Planning and Execution – Demonstrated ability to develop, implement, and monitor long-term organizational strategies with measurable goals and clear accountability structures.
2. Leading Complex, Multi-Dimensional Programs – Proven experience managing layered initiatives that span multiple stakeholders, funding streams, and timelines – from design through execution and evaluation.
3. Data-Driven Decision Making – Skilled at translating quantitative and qualitative community data into strategic recommendations that inform leadership decisions.
4. Stakeholder Engagement and Coalition Building – Ability to convene diverse cross-sector partners, facilitate collaborative dialogue, and sustain productive relationships with public, private, nonprofit, and civic stakeholders.
5. Written and Verbal Communication – Ability to synthesize and communicate complex economic, social, and strategic information clearly and persuasively to regional leaders, boards, investors, and community members.

Abilities Required

1. Undergraduate Degree – Business, Public Administration, or Related Field – Required educational foundation in business administration, public policy, economics, urban planning, or a closely related discipline.
2. Senior Leadership in Nonprofit or Community Context – Proven ability to lead at a VP or equivalent senior level within a nonprofit, community development, or mission-driven organization.
3. Strategic Goal Achievement – Demonstrated track record of setting ambitious strategic goals and delivering measurable results against

defined plans.

4. Relationship Building and Trust Development – Strong interpersonal capacity to build authentic, lasting trust with community members, civic leaders, government officials, and private sector partners.
5. Emotional intelligence, Cross-sector collaboration and Influence without authority – Ability to align and motivate partners from diverse sectors around a shared agenda; driving collective action without direct authority over external stakeholders.

About BE NKY Growth Partnership

Our Why: Opportunity and prosperity for all Northern Kentuckians

Our Just Cause: To serve Northern Kentucky so that our community prospers through the creation of good jobs.

BE NKY has a collaborative, supportive, and fun work environment. We offer health, dental, and vision insurance, 401k match, paid time off (PTO), parental leave, and an annual wellness stipend. The office is our primary work location; however, we offer flexibility to work from home on a limited basis.

Please submit resume and salary requirement to Rachelle Creager at rcreager@be-nky.com by May 29, 2026.

**BE NKY provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability, or genetics. In addition to federal law requirements, BE NKY complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training. BE NKY expressly prohibits any form of workplace harassment based on race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, genetic information, disability, or veteran status. Improper interference with the ability of BE NKY's employees to perform their job duties may result in discipline up to and including discharge.*