



Position Title: EPIC (Exploring Potential Interests and Careers) Managing Director

Classification: Full-time, Exempt

Reports to: EPIC Governing Board

Anticipated Start Date: October

About Greater St. Cloud

Greater St. Cloud (GSC) is the regional economic development organization serving Central MN, including Stearns, Benton, and Sherburne counties and surrounding areas. Founded in 2011, GSC advances the region's economic competitiveness through business attraction and retention, talent and workforce development, entrepreneurship support, regional marketing, and civic leadership. GSC operates from a position of trust, across employer, education, government, and community systems, and relies on relationships, intelligence, and strategic initiative to move the region forward.

Role Purpose

Consistent with the mission of Exploring Potential Interests & Careers (EPIC), the EPIC Managing Director leads, develops, implements, and supports regional career exploration initiatives that prepare students for successful postsecondary pathways. Working in partnership with educators, employers, workforce organizations, community leaders, and the EPIC Governing Board, the Managing Director serves as the primary leader responsible for advancing EPIC's mission, expanding career exploration opportunities, and strengthening the connection between education and industry throughout Central Minnesota.

The EPIC Managing Director serves as the primary leader responsible for advancing EPIC's mission, expanding career exploration opportunities, strengthening partnerships between education and industry, and coordinating regional workforce development initiatives in collaboration with education, business, nonprofit, and community partners throughout Central Minnesota.

Key Accountabilities

1. Program Leadership & Strategic Development

- Lead all EPIC initiatives in partnership with the EPIC Governing Board and community partners.
- Develop and implement strategies to expand career exploration opportunities for students across grades 9–12.
- Identify new programs, partnerships, and innovative opportunities that align with regional workforce needs.
- Support implementation of EPIC's Strategic Plan and long-term organizational goals.
- Monitor workforce and education trends to ensure programming remains relevant and impactful.
- Develop annual work plans, timelines, and priorities.

2. Employer, Education & Community Partnerships

- Recruit, educate, coordinate, and support business, industry, education, and community partners.
- Develop and maintain strong relationships with school districts, employers, nonprofit organizations, higher education institutions, and workforce partners.
- Facilitate collaboration among career cluster leaders and industry representatives.
- Represent EPIC at community meetings, conferences, networking events, and public presentations.
- Strengthen partnerships that increase student career awareness and workforce readiness.

3. Regional Workforce & Collaborative Initiatives

- Coordinate the Postgraduation Pathways Collaborative Action Network (PGP CAN) in partnership with United Way of Central Minnesota, facilitating collaboration among K–12 schools, higher education, workforce partners, employers, nonprofits, and community organizations to strengthen postsecondary and workforce pathways for students.
- Plan and facilitate Collaborative Action Network meetings, establish priorities, coordinate workgroups, track progress toward regional goals, and communicate outcomes to stakeholders.
- Serve as the primary liaison between EPIC and United Way of Central Minnesota to advance shared workforce development and career readiness initiatives.
- Coordinate outreach and engagement with school districts for regional workforce initiatives, including the Federation for Advanced Manufacturing Education (FAME) initiative, building relationships with school administrators, counselors, career navigators, and educators to increase awareness and student participation.
- Collaborate with manufacturing partners, educational institutions, workforce organizations, and regional economic development leaders to support recruitment efforts and strengthen talent pipeline initiatives.
- Identify and support additional regional workforce development collaborations that align with EPIC's mission and strategic priorities.

4. Program & Event Management

- Plan, coordinate, and execute EPIC programs and events, including EPIC Student Day, Teacher Career Crawl, Employer Tours, Business & Industry Summit events, and additional career awareness and workforce engagement initiatives.
- Responsibilities include project planning and timelines; employer recruitment; school registration and communication; volunteer coordination; facility logistics; equipment and supply management; event-day operations; safety planning; hospitality coordination; and post-event evaluation and continuous improvement.

5. Marketing & Communications

- Lead and manage EPIC's marketing and communication efforts.
- Maintain the EPIC website and digital resources.
- Manage social media platforms and promotional campaigns.
- Produce newsletters, annual reports, presentations, and promotional materials.
- Promote EPIC initiatives to increase community awareness and engagement.

6. Fundraising & Financial Management

- Lead sponsorship development and donor stewardship.
- Identify and pursue grant opportunities.
- Develop sponsorship packages and cultivate business partnerships.
- Develop an annual budget.
- Monitor program expenditures and sponsorship revenue.
- Provide financial updates and reports to the EPIC Governing Board.

7. Volunteer & Partner Engagement

- Recruit, train, coordinate, and recognize volunteers supporting EPIC initiatives.

- Build meaningful volunteer experiences that encourage long-term engagement.
- Coordinate employer and community partner participation.
- Support advisory committees and work groups.

8. Program Evaluation & Data Management

- Develop systems to track participation and program outcomes.
- Collect and analyze data measuring student, employer, educator, and volunteer engagement.
- Prepare reports demonstrating program impact.
- Use evaluation data to improve programs and support funding opportunities.

9. Administrative Leadership

- Coordinate Governing Board meetings and committee work.
- Prepare agendas, reports, and meeting materials.
- Maintain organizational records and documentation.
- Manage calendars, project timelines, and operational workflows.
- Maintain program inventories and educational resources.
- Ensure successful day-to-day operation of the EPIC initiative.

Transition & Onboarding Structure

The incoming EPIC Managing Director will benefit from a structured, phased knowledge transfer with opportunities to learn from a skilled board and community partners that have supported the EPIC initiative for over seven years. This is an opportunity and relational investment in regional relationship continuity, stakeholder trust, and program momentum.

Phase	Timing	Focus
Shadow & Decode	Days 1–30	Board-led introductions to key stakeholders; business visit and HR Affinity shadowing; strategic orientation with executive committee and Greater St. Cloud (GSC).
Shared Ownership	Days 31–60	Board-supported community and business visits, employer conversations, and program planning.
Lead with Support	Days 61–90	Own selected stakeholder relationships and meetings; begin leading board and community-facing EPIC work.
Design & Prioritize	Months 4–6	Work to implement strategic priorities and opportunities agreed upon by the EMD and the Board
Execute & Evaluate	Months 7–12 (through December 2027)	Provide direction to the board, support a successful EPIC Day event, build off EPIC strategic priorities, complete 12-month review.

First-Year Success Indicators

- Trusted stakeholder relationships established and actively maintained across employers, education, and civic partners.

- Coordinate, manage and support board activities and engagement aligned with the strategic priorities.
- EPIC Student Day 2027 continues to provide quality experiences for all stakeholders.
- EPIC Board continues to be engaged and support the continued growth of the EPIC initiative.

Qualifications

Non-Negotiable Requirements

- Experience in program management, event planning, community engagement, workforce development, education, or nonprofit leadership.
- Exceptional verbal, written, and presentation skills.
- Strong relationship-building and networking abilities.
- Highly organized with excellent project management skills.
- Ability to manage multiple priorities and deadlines simultaneously.
- Leadership and independent decision-making.
- Financial management and budget oversight.
- Public speaking and community engagement.

Strongly Preferred

- Grant writing and fundraising experience.
- Experience working with boards, committees, and volunteers.
- Strategic thinking with the ability to identify opportunities for growth.
- Marketing and communication expertise.
- Data collection, analysis, and reporting.
- Proficiency with Google Workspace and CRM/database systems.
- Ability to collaborate effectively with diverse stakeholders.

Education & Experience

- Bachelor's degree in education, communications, nonprofit management, business, workforce development, marketing, or a related field, or an equivalent combination of education and experience.
- Demonstrated experience with cross-sector collaboration and stakeholder management.
- Prior experience in program design, facilitation, or community convening is strongly preferred.

Key Performance Indicators

- Depth and quality of stakeholder relationships, as evidenced by qualitative feedback from employers, partners, and school districts.
- Coordination of EPIC Student Day is completed successfully with quality feedback from stakeholders about the event.
- Board members report feeling engaged in providing oversight and vision to the overall EPIC initiative.
- EPIC Strategic Initiatives are implemented along an updated timeline based on organizational structure, capacity and values.

Work Environment

The EPIC Managing Director is employed through its fiscal host, Greater St. Cloud, while working closely with the EPIC Governing Board. Office space will be provided by GSC. Hours and work location will be flexible based on

work responsibilities and GSC needs. Occasional evening, early morning, and regional travel are required to support meetings, community engagement, and events.

GSC is a lean, high-trust team operating in a dynamic regional environment. Work is primarily performed from GSC's downtown St. Cloud office (StageWorks, 113 5th Ave S), with regular travel throughout Central MN for business visits, stakeholder meetings, and community events. Occasional evening and weekend commitments tied to GSC programming. This role operates with significant autonomy and is expected to bring self-direction, judgment, and follow-through to its work.

Physical Requirements

- Ability to travel throughout Central Minnesota.
- Ability to lift and move event materials up to 30 pounds.
- Ability to stand and walk for extended periods during events.
- Valid driver's license and reliable transportation.

Compensation

- Salary range: \$63,000–\$83,000, based on experience and position fit.
- Benefit eligible.

Questions or candidate recommendations: Amy Trombley, EPIC Board Chair, atrombley@ifound.org.