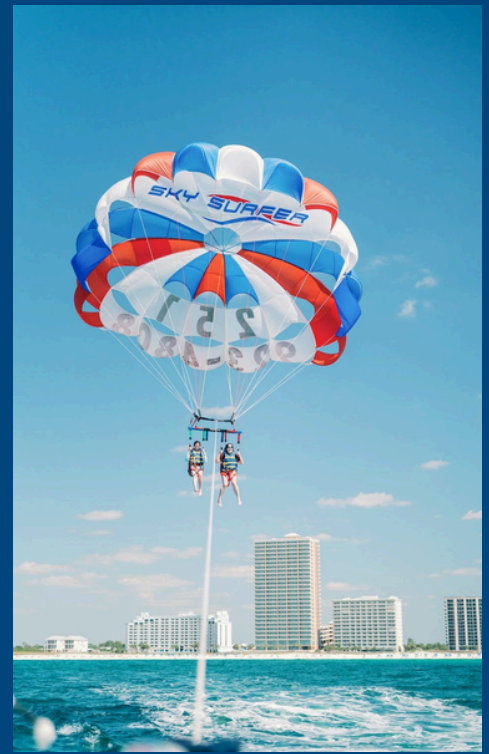




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ABOUT THE CITY



Located along Alabama's Gulf Coast in southern Baldwin County, Gulf Shores is a vibrant coastal community known for its sugar-white sand beaches, natural beauty, and welcoming atmosphere. The area began as a small fishing community and experienced significant growth following the completion of the Intracoastal Waterway in 1937 and the opening of Gulf State Park in 1939. Incorporated in the late 1950s, Gulf Shores has grown from a quiet coastal town into one of Alabama's most recognizable communities while maintaining the relaxed, family-friendly character that continues to define the city.

Today, Gulf Shores is home to more than 17,000 residents and offers an exceptional quality of life shaped by its coastal setting and abundant recreational opportunities. Residents and visitors enjoy miles of beaches, waterways, parks, and trails, along with boating, fishing, golf, biking, and other outdoor activities throughout the year. Gulf State Park provides thousands of acres of protected natural areas and recreational amenities, while local restaurants, shops, entertainment venues, and community events create an active environment beyond the beachfront. The city combines the appeal of a premier vacation destination with the amenities and sense of community of a year-round hometown.

Tourism serves as a major economic engine for Gulf Shores and the surrounding Alabama Beaches, supporting a strong network of hospitality, retail, recreation, service, and small businesses. At the same time, continued population growth and investment are creating new opportunities for economic development and community advancement. Gulf Shores benefits from access to Gulf Shores International Airport, a growing local school system, and continued investment in infrastructure and quality-of-life amenities. With a strong economy, expanding community, and distinctive coastal lifestyle, Gulf Shores offers an attractive place to live, work, visit, and build a future.

A blue rectangular banner with white text. The text reads "SMALL TOWN" on the first line and "BIG OPPORTUNITIES" on the second line. In the background, there is a faint, light blue image of a sailboat on the water.

**SMALL TOWN
BIG OPPORTUNITIES**

COMMUNITY LIFE



Life in Gulf Shores offers something increasingly rare: **the opportunity to build a career in a growing community while living where others come to vacation.** Set along Alabama's Gulf Coast, Gulf Shores is known for its sugar-white sand beaches, warm Gulf waters, beautiful sunsets, and an outdoor lifestyle woven into everyday life.

Beyond the shoreline, Gulf Shores offers the feel of a close-knit coastal community with the amenities of a premier destination. Boating, fishing, golf, biking, waterfront dining, live music, and fresh local seafood are part of the lifestyle, complemented by strong schools, parks, and family-friendly recreation.

With just over 15,000 full-time residents, Gulf Shores combines small-town connection with an exceptional quality of life—making it an ideal place to grow professionally, raise a family, and call the Alabama Gulf Coast home.



**Gulf Shores City Schools (GSCS) serves approximately 2,700 students
across four schools:**

- Gulf Shores Elementary School (Grades PreK–5)
- Gulf Shores Middle School (Grades 6–8)
- Gulf Shores High School (Grades 9–12)
- Gulf Shores Virtual Academy (Grades K–12)



GULF SHORES
CITY SCHOOLS

Located on Alabama's beautiful Gulf Coast at the southernmost tip of Baldwin County, our district is proud to serve an academically diverse student population. We set high expectations for both students and staff, providing a wide range of opportunities to help every individual reach their full potential. At GSCS, we are focused on preparing students not just for college and career readiness, but for lifelong success. Our schools deliver relevant, engaging instruction designed to meet the needs of students today—while equipping them with the skills and mindset necessary for the future.

We are deeply committed to serving the whole child by nurturing students' interests, honoring their dreams, and supporting their development from early childhood through graduation. Our community shares a strong commitment to education, the arts, athletics, and civic responsibility, making Gulf Shores a vibrant and supportive place to live, learn, and grow.



Gulf Shores City Schools (GSCS)
Awards and Recognition:

- Apple Distinguished School District — Gulf Shores City Schools was recognized for innovation and excellence in technology-supported education and is one of only two Apple Distinguished School Districts in Alabama.
- U.S. Department of Education Green Ribbon School District Sustainability Award — Gulf Shores City Schools was one of only 11 school districts nationwide to receive the honor in 2023 and the only district in the Southeast selected that year.
- National Academies Gulf Research Program Grant — The district was awarded a competitive \$733,024 grant from the National Academies of Sciences, Engineering, and Medicine to further sustainability-focused learning and research.
- Gulf Shores High School Robotics — The high school's robotics team earned a Rookie All-Star Award at its first-ever competition.
- Teacher Excellence — Gulf Shores educators have also received state and regional recognition, including a Gulf Shores High School teacher being selected as a state finalist for Alabama Teacher of the Year.



SCHOOLS



Located in Gulf Shores, South Baldwin Christian Academy (SBCA) provides families with a private Christian education option serving students from Pre-K through 12th grade. The school combines academic instruction with a faith-based environment designed to support students' intellectual, personal, and spiritual development.

SBCA offers a smaller educational setting where students can receive individualized attention while participating in academics, athletics, and extracurricular activities. Its Gulf Shores location provides local families with an alternative to the city's public school system and contributes to the variety of educational opportunities available within the community.



THE POSITION



An employee in this position performs administrative, technical, and professional work to prepare, implement, and maintain City economic development plans, programs, and services. This individual is responsible for developing and executing strategies to retain and expand businesses in Gulf Shores and attract new investment to the city. This includes duties such as interfacing with, and marketing to, businesses and other stakeholders or organizations in the community, promoting the City to prospective businesses and organizations, and maintaining a favorable business development climate.



DUTIES & RESPONSIBILITIES



The Economic Development Manager will lead efforts to attract new investment, support existing businesses, and strengthen Gulf Shores' economic future. Working closely with the City Administrator, community partners, businesses, developers, and investors, this position will help turn economic development opportunities into successful projects.

- Develop and execute measurable strategies to attract new businesses, encourage expansion, create jobs, and grow the City's tax base.
- Build relationships with existing businesses to identify challenges, address concerns, and connect them with resources and services.
- Analyze market and economic trends to identify opportunities for new business investment and development.
- Serve as a strategic advocate for businesses ranging from start-ups and small businesses to major employers.
- Work closely with Planning & Zoning and other City departments on real estate and development projects.
- Guide businesses through City regulatory processes and connect them with funding, available real estate, workforce, hiring, and training resources.



DUTIES & RESPONSIBILITIES



- Build relationships with business leaders, developers, investors, regional economic development organizations, and other key partners.
- Facilitate meetings between City leadership and prospective or existing businesses, developers, and investors.
- Maintain information on available commercial properties, industrial buildings and sites, demographics, economic data, and development activity.
- Maintain a strong understanding of local and state economic development incentives and how they can support business investment.
- Support the City's economic development marketing efforts through website content, social media, and other marketing tools.
- Conduct market analysis and recommend recruitment and expansion strategies that help move projects from opportunity to completion.
- Assist with the Economic Development Department's annual budget and monitor revenues and expenditures.
- Represent Gulf Shores at industry events, conferences, chamber meetings, and civic and business functions.



KNOWLEDGE & SKILLS



The successful candidate will combine economic development expertise with strong communication, relationship-building, analytical, and project management skills. This individual should be comfortable working across the public and private sectors while representing Gulf Shores professionally with businesses and community partners.

- Strong knowledge of economic and community development principles, strategies, and practices within a government environment.
- Understanding of planning and zoning, demographics, economic trends, forecasting, and economic impacts.
- Ability to develop and maintain productive relationships with people from a variety of professional and community backgrounds.
- Excellent written, verbal, listening, and presentation skills, with the ability to communicate clearly and professionally.
- Ability to collaborate across City departments and with outside organizations to build mutually beneficial partnerships.
- Strong judgment and decision-making skills, including the ability to make timely decisions when information may be limited.
- Ability to manage multiple projects and priorities, establish goals, develop action plans, and keep projects moving forward.
- Understanding of state laws, municipal ordinances, and policies related to economic development.
- Knowledge of modern economic development research methods and the ability to interpret statistical and financial analyses.
- Strong problem-solving skills and the ability to help businesses overcome barriers to investment and expansion.

COMPENSATION & BENEFITS



Salary: \$63,858 – \$93,673

Minimum: \$63,858 | **Midpoint:** \$78,766 | **Maximum:** \$93,673

The City typically hires near the midpoint of the salary range. Compensation above the midpoint may be considered for candidates who bring advanced knowledge, skills and abilities (KSAs), education, certifications, or other relevant qualifications.

Benefits:

- Retirement: Participation in the Retirement Systems of Alabama (RSA)
- Paid Time Off: 12.67 hours of vacation earned per month beginning at hire
- Paid Holidays: 12 City-paid holidays annually
- Health Insurance: Medical and prescription coverage with employee, employee +1, and family options
- Wellness Incentive: Opportunity to receive reduced health insurance premiums through the City's wellness program
- Life Insurance: City-provided coverage of up to two times annual salary, with a maximum benefit of \$50,000
- Dental & Vision: Voluntary coverage available
- Flexible Spending Accounts: Healthcare and dependent-care options
- Long-Term Disability & Additional Life Insurance: Available for purchase
- Recreation Membership: Complimentary membership to the David L. Bodenhamer Recreation Center for the employee and household, including access to the fitness center, pools, indoor track, basketball, racquetball, and other amenities.

Health, life, dental, and vision benefits generally become effective the first of the month following 30 days of employment.

BACKGROUND

The final candidates will undergo background checks and credit checks that may include:

- Criminal records
- Driving records
- Education completion
- Personality profile assessments



HOW TO APPLY

SUBMIT YOUR RESUME ELECTRONICALLY
POSITION OPEN UNTIL FILLED

TO APPLY, VISIT

jobs.thenextmovegroup.com/gulfshores
or email liv@nextmovegroup.com



GET IN TOUCH

If you have questions, please reach out to
Alivia Tipton at liv@thenextmovegroup.com or
(800) 764-3105

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