

## Overview

The Virginia Office of Education Economics (VOEE) is a pioneering state government office dedicated to using data to align education and workforce development to improve labor market outcomes for students, job seekers, employers, and policymakers. Housed within the Virginia Economic Development Partnership (VEDP) and guided by a Research Advisory Board, VOEE serves as a data-driven resource to support talent development strategies at the state and regional levels.

We seek an innovative, entrepreneurial, and collaborative leader with a passion for data-driven decision making to guide VOEE's next phase of growth and development. The Executive Director oversees a dynamic research agenda, leads cross-sector partnerships, and ensures the VOEE team continues to provide actionable insights on education and workforce alignment in Virginia.

## Context

For three decades, VEDP has served as Virginia's state economic development authority. Like the Commonwealth that it serves, VEDP has long been regarded as among the best in the country. As a quasi-independent state authority governed by a board of directors that spans gubernatorial administrations, VEDP is a nonpartisan organization with stable leadership and nimble, creative, mission-focused operations. With more than 200 team members, VEDP offers a dynamic, collaborative, high-profile, fast-paced professional environment where a strategic, integrated, action-oriented approach is the standard.

Consistently ranked as one of America's best states for both education and workforce, Virginia is placing human capital development at the center of its economic development strategy. We aspire to position Virginia as America's Top State for Talent – from dynamic education institutions to custom workforce solutions to educational attainment and alignment.

Established through legislation in 2021, VOEE's mission is to leverage data to strengthen connections and alignment between education and workforce development. As Virginia continues its progress toward becoming a national leader in human capital development, it will be critical to cultivate a robust understanding of the connections and pathways between education and training and employment, enabling students, workers, job seekers, guidance counselors, education leaders, policymakers, and employers to make better-informed decisions. In partnership with other talent-focused teams at VEDP, VOEE plays a pivotal role in the Commonwealth's talent-related initiatives.

## VOEE's Accomplishments

After just three full years of operation, VOEE has produced an impressive number of data-based resources, responded to numerous directives from policymakers, and developed working relationships with stakeholders across the Commonwealth.

NASA Wallops Flight Facility,  
Accomack County

Old Rag Mountain,  
Madison County

Virginia Tech Innovation Campus rendering,  
Arlington County

VOEE's initial accomplishments include:

- Established a robust data operations and analysis framework with an annual research agenda guiding VOEE's initiatives.
- Built a multidisciplinary research team, expanding capacity to a five-person staff with expertise in education and workforce analysis.
- Integrated and aligned state K-12, higher education, and graduate outcomes data, creating a dynamic data model that informs statewide and regional workforce reports.
- Developed a systematic and project-based dashboard production capability, launching six publicly accessible dashboards on [www.voee.org](http://www.voee.org). These dashboards provide critical insights on education and workforce alignment, graduate career outcomes, and evolving skills demand.
- Published six major research studies on key workforce and education topics, including STEM talent, G3 last-dollar financial aid, and workforce development.
- Created a state-recognized framework for identifying high-demand occupations and a high-value index to guide workforce investments.
- Assembled a comprehensive dataset covering over 640,000 Virginia graduates spanning 14 years, incorporating data on educational attainment, wages, and self-reported skills development.
- Engaged with practice-focused workgroups to inform policy implementation for state programs including GO Virginia and the Virginia Talent + Opportunity Partnership (V-TOP).
- Guided and administered the Tech Talent Investment Program (TTIP), a \$1.1 billion, 20-year investment in the Commonwealth's tech talent pipeline.

## VOEE's Future

In fulfilling its mission, VOEE collaborates with its Research Advisory Board, which includes the Secretaries of Education, Labor, and Commerce and Trade, the State Council of Higher Education for Virginia (SCHEV), the Virginia Department of Education, Virginia Works, members of or staff to the Virginia General Assembly, institutions of higher education, and other stakeholders. Together, VOEE and the Board determine an annual research agenda that guides VOEE's work. VOEE also works closely with other partners such as the Virginia Board of Workforce Development, the Virginia Chamber of Commerce, and Virginia's regional workforce boards. The Executive Director plays a pivotal role in strengthening these partnerships, ensuring alignment between education and workforce initiatives, and helping partners apply VOEE's data efforts to their practice efforts and decision making.

VOEE's current research focus centers on five key areas:

- **Education and Workforce Alignment:** Evaluating how postsecondary programs align with workforce needs by examining occupational demand, job growth projections, and regional employment trends.
- **Labor Market Intelligence:** Analyzing job posting trends, in-demand skills, and industry hiring needs to support workforce development strategies.
- **Graduate Outcomes and Career Pathways:** Tracking long-term employment trends for Virginia graduates, assessing career trajectories, earnings potential, and job mobility across industries.



Martinsville Speedway



Dynamic Aviation,  
Rockingham County



CMA CGM Marco Polo,  
Virginia International Gateway, Portsmouth

- **High-Demand Occupations and Talent Pipelines:** Identifying critical workforce gaps, informing talent development initiatives, and supporting workforce policy decisions.
- **Skills and Credentialing Analysis:** Mapping the relationship between educational programs, industry-recognized credentials, and employer skill requirements to improve career readiness.

Through these efforts and in partnership with VEDP’s other talent-focused teams, VOEE provides actionable insights that inform policy, enhance education and workforce development initiatives, and strengthen Virginia’s position as America’s Top State for Talent.

While Virginia has long focused on meeting employers’ talent needs, efforts to truly differentiate Virginia as a Top State for Talent are in the early stages. VEDP has developed three strategic focus areas for this effort and is working to align our efforts with workforce development organizations, higher education, and other statewide talent stakeholders. VEDP’s primary strategic focus areas for talent are:

- **Retain and Attract Talent:** Strengthening and highlighting the Commonwealth’s assets and economic opportunities is necessary to retain and attract the talent that will meet the demands of employers
- **Develop Talent that is Aligned to Employers’ Needs:** Understanding industry needs and production of in-demand talent aligned with those needs is critical for creating pathways to opportunity and building a thriving workforce
- **Unlock Individual Potential by Reducing Barriers:** To ensure Virginians engage in the labor force, the Commonwealth needs to reduce barriers to participation and advancement (e.g., childcare, transportation, housing)

VEDP believes that excellence in these three strategic focus areas leads to both individual and economic benefits. Prioritizing talent-related initiatives will provide economic mobility opportunities for Virginians, enable employers to meet their talent needs, and grow revenue and jobs for the Commonwealth.

The position reports to VEDP’s President and CEO and requires strong leadership and management experience working to meet employers’ talent needs with a proven track record of collaborating with diverse partners and constituents to achieve mutually beneficial goals and objectives.

## Position Overview

The Executive Director serves as the chief strategist, researcher, and spokesperson for VOEE. A member of VEDP’s Executive Leadership Team, the Executive Director:

- Guides the development and execution of VOEE’s annual research agenda.
- Oversees the agency’s data integration efforts, including the development of new analytical tools, reports, and publicly accessible dashboards.
- Cultivates partnerships with state agencies, regional workforce entities, higher education institutions, and national research organizations.
- Gathers information from stakeholders throughout Virginia to inform VOEE’s work.
- Provides leadership to VOEE’s growing team of multidisciplinary analysts and data specialists.

- Collaborates with other VEDP teams on talent-related initiatives and strategies.
- Advises policymakers on critical workforce and education trends, offering actionable insights to improve talent alignment.
- Helps stakeholders understand how to use VOEE's data and research to inform and improve their work.
- Fosters application of VOEE's research and data efforts in education and workforce development policy and practice.

## Key Responsibilities

### Leadership & Organizational Development

- Strengthen VOEE's organizational foundation by refining its staffing model, stakeholder engagement strategy, and funding approach.
- Align VOEE's future research agenda with Virginia's economic and workforce priorities.
- Ensure that VOEE's data and research outputs are actionable, widely accessible, and aligned with policymaker and practitioner needs.
- Work closely with internal and external partners on current workforce development and education policy and practice initiatives for the Commonwealth.

### Research, Data Analysis & Policy Development

- Lead a data-driven research agenda focused on high-demand occupations, graduate career outcomes, workforce supply and demand, and emerging industry needs.
- Expand research on education-to-employment pathways and workforce migration patterns.
- Oversee the maintenance and enhancement of public-facing dashboards and reports that inform workforce and education policy.
- Respond to research and data requests from stakeholders.

### Stakeholder Engagement & Partnerships

- Act as VOEE's primary representative, fostering relationships with educational institutions, workforce boards, business associations, and national research organizations.
- Foster collaboration with public and private sector stakeholders to support talent development initiatives.
- Pursue funding opportunities, including state, federal, and philanthropic grants, to sustain and grow VOEE's research capabilities.
- Develop and execute an annual outreach plan, in partnership with VEDP's Marketing and Communications team, to improve awareness of and use of VOEE's work to inform policy and practice. Outreach efforts may include targeted email communications, social media, speaking engagements, webinars, and other means.

### Operational & Team Leadership

- Manage and develop VOEE's research team, fostering a culture of analytical excellence and innovation.



Danville Community College



GEICO, Stafford County



Smith Mountain Lake, Franklin County

- Oversee budget planning and financial stewardship, ensuring the office operates efficiently within its allocated resources.
- Promote cross-team collaboration within VEDP to enhance workforce solutions and strategic initiatives.

## VEDP Purpose and Values

The Executive Director will operate in accordance with VEDP's Purpose and Values.

- **Purpose:** Enriching lives, communities, and the Commonwealth through economic development excellence
- **Values:**
  - **One VEDP:** Working together as a collaborative, supportive team
  - **Distinctive Insight:** Cultivating deep expertise and diverse perspectives
  - **Results Focus:** Competing with the grit to win and the curiosity to learn from our results
  - **Growth Mindset:** Embracing continuous improvement with humility and boldness
  - **Authentic Partnerships:** Building strong partnerships based on integrity, authenticity, and respect

## Required Qualifications

- Extensive experience in education and workforce policy, research, and/or economic development.
- Demonstrated expertise in higher education and workforce practice, labor market dynamics, and education-to-employment pathways.
- Experience leading an organization or office, including representing the broader vision and mission of that organization with a wide array of national stakeholders.
- Proven leadership experience in building successful teams, developing people, and executing data-driven policy initiatives.
- Strong background in quantitative and qualitative research methodologies, with an ability to translate complex data into actionable insights.
- Experience with labor market and education datasets, including BLS, Census Bureau, Lightcast, and SLDS.
- Excellent strategic analysis and problem-solving skills.
- Excellent communication and interpersonal skills, including the ability to engage with executive-level stakeholders and present research findings to diverse audiences.

## Preferred Qualifications

- Advanced degree in education, public policy, applied economics, business (MBA), or a related field.
- Experience with philanthropic funding, grant writing, and managing research budgets.
- Familiarity with data governance and compliance standards related to state and federal regulations.

## Personal Attributes

- Visionary leader – a thinker and a doer
- Passion for generating informed insights that create greater education and labor market alignment and/or improved outcomes for individuals, employers, regions, and policymakers
- Passion for public and private sector impact
- Strategic thinker who can synthesize large amounts of data and other information quickly
- Entrepreneurial, innovative mindset: comfort with ambiguity and an inclination for action
- Network-oriented: both in terms of existing contacts in Virginia and nationally, as well as the ability to sustain and build new relationships with public and private sector organizations
- Relationship builder, motivator, and team player
- Positive attitude and energetic
- Sound judgment
- Impeccable character

## Compensation

Salary will be competitive and commensurate with experience and qualifications.

## References and Background Information

It is VEDP's policy to complete an extensive background and reference check of candidates. Once strong mutual interest has been established, candidates are asked to provide a list of references that should include, but not be limited to, a supervisor, a peer, a development client and a subordinate, as applicable. Candidates will be asked to sign an authorization to release information for the purpose of background investigation, which may include verification of education, credit check, criminal, and driving records. Should an offer be extended prior to the completion of these checks, the offer will be made contingent on the successful completion of the reference and background checks.

## Application Process

Being authorized to work in the U.S. is a precondition of employment. VEDP uses the E-Verify system and does not provide sponsorship.

All candidates must apply through our website [www.vedp.org/careers](http://www.vedp.org/careers). Applicants must submit a resume and cover letter. A valid Virginia driver's license and ability to obtain a passport is required. Application deadline: Open Until Filled

*VEDP is an Equal Opportunity Employer. All applicants are considered for employment without regard to race, sex, color, national origin, religion, sexual orientation, gender identity or expression, age, veteran status, political affiliation, genetics, or against otherwise qualified individuals with disabilities. It is VEDP's intent that its employment and personnel policies and practices conform to all applicable federal, state, and local laws and regulations regarding non-discrimination and affirmative action. Applicants requiring more information or requiring assistance may contact VEDP Human Resources at 1.804.545.5634 or [vedphr@VEDP.org](mailto:vedphr@VEDP.org). TDD 1.800.828.1120.*