

Department of Administration
Supervised by: City Administrator
FLSA: **Exempt**
Full Time

Suggested Salary Range: \$65,305 to \$97,958

POSITION DESCRIPTION

This position is responsible for managing the city's economic development efforts, under the direction of the City Administrator.

ESSENTIAL DUTIES AND RESPONSIBILITIES, include the following:

1. Implements the recommended items from the City's Economic Development Guide, Master Plan – Economic Development Element, and City Council Strategic Goals & Objectives.
2. Develops marketing strategies and campaigns to promote the city as a potential location for business development.
3. Oversees the development and implementation of a business retention and expansion program.
4. Oversees and implements business attraction and recruitment efforts.
5. Consults with local employers and businesses to assess the needs and services that the city may provide to be a more viable business climate.
6. Analyzes industrial, economic, and demographic data to better promote the city as a site for potential businesses.
7. Develops successful working partnerships with local businesses, real estate developers and government organizations to coordinate a business development plan for the city.
8. Represents the City to trade shows, business associations, boards, and organizations in order to promote the city to potential employers.
9. Supports entrepreneurship development.
10. Conducts research to develop conceptual frameworks for economic development projects.
11. Oversees the development, revision and editing of City marketing materials, in close cooperation with the City's consultant(s).
12. Answers questions, provides information and assists business owners with areas of concern.
13. Attends training opportunities.
14. Performs related duties as assigned by the City Administrator.
15. Attends meetings of the City's Economic Development Task Force, and other related meetings.

QUALIFICATIONS

To perform this job satisfactorily, an individual must be able to perform each essential duty in accordance with the City's performance requirements. The requirements listed herein are representative of the knowledge, skills and abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions under ADA guidelines.

EDUCATION, CERTIFICATION AND/OR EXPERIENCE

1. Bachelor's Degree from an accredited college or university with major course work in economic development, public administration, urban planning, marketing or a related field. Master's Degree preferred.
2. Minimum of five (5) years of current economic development experience, preferably in local government.
3. Certified Economic Developer (CECd) preferred.

Candidates with an equivalent combination of education, training, and/or experience that provides the required knowledge, skills and abilities required may be considered. Demonstrated development/participation in successful economic development programs preferred.

TECHNICAL QUALIFICATIONS - KNOWLEDGE, SKILLS, AND ABILITIES

1. Knowledge of economic development, planning and marketing principles.
2. Knowledge of community and local geography.
3. Knowledge of city licensing and permitting procedures.
4. Knowledge of city budgeting policies.
5. Knowledge of computers and job related software programs.
6. Skill in planning, organizing, directing and coordinating the work of personnel.
7. Skill in the analysis of problems and the development and implementation of solutions.
8. Skill in the preparation of clear and precise administrative reports.
9. Skill in oral and written communication.

PHYSICAL DEMANDS

While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to sit and use hands to finger, handle or feel objects or controls. The employee is occasionally required to stand, walk, reach with hands and arms, balance, stoop, kneel or crouch. The employee must occasionally lift and/or move up to 50 pounds of general office files and equipment. Employee must have visual acuity to work independently and consistently with legal and financial data.

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.