**DISCLAIMER**

**This job description is provided for general informational purposes, may not apply to your city's specific situation and should not be considered a comprehensive description of the job position. It should be used for comparative purposes only. The job description should be tailored to reflect the actual qualifications and job duties relevant for this position in the context of your city. You should consult with a human resources professional and your city attorney before taking any action based on this job description.**

**Population: 50,000 +**

# DIRECTOR OF ECONOMIC DEVELOPMENT

Under administrative direction of the City Administrator, directs, manages, supervises, and coordinates the activities and operations of the City’s Economic Development Division within the Administration Department. The primary focus of the position will be on existing business retention and growth, Downtown development and revitalization, and recruitment of businesses within identified target sectors. Other key responsibilities include coordination of activities that encourage a healthy and stable business environment and a strong City revenue base; preparation and implementation of long range economic development plans; and coordination of assigned activities with other divisions, departments, and outside agencies.

***Overview of Duties, Responsibilities and Position Requirements***

*The following duties are typical for this classification. Incumbents* ***may not perform*** *all of the listed duties and/or* ***may be required to perform*** *additional or different duties from those set forth below to address business needs and changing business practices. In addition, specifications are intended to outline the* ***minimum*** *qualifications necessary for entry into the class and do not necessarily convey the qualifications of incumbents within the position.*

* Acts as the City’s economic development strategist and provides assistance in the development of short and long-term economic development plans, as well as the gathering of information and preparation of studies, reports and recommendations to achieve identified economic development goals and objectives.
* Directs efforts at business recruitment, retention and expansion, including providing information, expertise, and appropriate referrals to business owners, marketing the City to outside businesses, working with developers and building owners to enhance the quality of retail and commercial space.
* Provides customer driven, problem solving, professional economic development advice, assists in application processes and serves as an advocate for economic development in line with the City’s Comprehensive Plan, the Economic Development Plan, City ordinances and goals established by the City.
* Works with existing businesses and other City staff to identify ways to improve the City’s business climate.
* Develops and maintains data systems to track trends within the business community, including business openings, closings and expansions, business capital investment and job creation statistics.
* Develops and maintains a comprehensive inventory of available buildings and sites in the community for economic development purposes.
* Creates and implements a robust business retention program founded on one-on-one visits with business leaders, group meetings, e-newsletters, attendance at networking events and other means.
* Serves as City resource on economic development financing methods; prepares financial data, forecasts and plans.
* Prepares and maintains information regarding utilities, taxes, zoning, transportation, community services, financing tools and incentives, in order to respond to requests for information for economic development purposes, and the coordination with other departments and agencies as needed.
* Coordinates downtown activities and preservation planning and works with local organizations to focus on downtown improvements.
* Provides administrative and staff support for the City’s Development Authority, providing support in writing minutes, posting agendas and serving as a liaison between the Authority, City Council and other Staff.
* Assists in redevelopment programs.
* Participates in the review and development of commercial design guidelines.
* Provides technical and professional advice and assistance; makes presentations to boards, commissions, foundations, civic groups and the general public. Provides information on economic development issues, programs, services, and plans.
* In cooperation with Public Information Staff, develops presentations, informational brochures, information packets, and promotional materials on economic development including maintaining the economic development section of the City website.
* In cooperation with Public Information Staff, produces press releases and maintains good relationships with the various media in the City and surrounding areas.
* Ensures coordination of economic development activities with other private and public sector agencies through participation on task forces and committees; identifies partnering opportunities for various programs.
* Maintains records and databases of business prospects and contacts.
* Serves as staff on a variety of boards, commissions, and committees; prepares and presents staff reports and other necessary correspondence.
* Attends and participates in professional group meetings; maintains awareness of new trends and developments in the field of economic development; incorporates new developments as appropriate.
* Responds to and resolves difficult and sensitive citizen inquiries and complaints.
* Performs other duties as assigned.

***Required Knowledge, Skills and Abilities***

**Knowledge of**:

* Operational characteristics, services, and activities of an economic development program.
* Principles and practices of program development and administration.
* Principles, practices and methods of economic development and job creation.
* Business, economic, and market forces and indicators.
* Labor market trends.
* Marketing, public information, and promotional techniques used in economic development.
* Principles, practices, and techniques used in real estate appraisals, prospect management, preparing and reviewing business plans, and the real estate development process.
* Land use planning and related regulations.
* Long range economic development planning.
* Principles and practices of contract development and administration.
* Principles and practices of municipal budget preparation and administration.
* Principles of supervision, training, and performance evaluation.
* Pertinent federal, state, and local laws, codes, and regulations including those related to commercial and industrial development and redevelopment.
* Proficiency with personal computers and Microsoft Office.
* Excellent written and oral speaking skills.

**Ability to:**

* Oversee and participate in the management of a comprehensive economic development program.
* Coordinate the work of varying levels of staff, contractors and volunteers.
* Participate in the development and administration of division goals, objectives, and procedures.
* Coordinate multiple contracts, projects and cooperative ventures.
* Collect, analyze, compile and present information and data.
* Select, supervise, train, and evaluate staff.
* Prepare and administer large program budgets.
* Prepare clear and concise administrative and financial reports.
* Analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations in support of goals.
* Research, analyze, and evaluate new service delivery methods and techniques.
* Interpret and apply federal, state, and local policies, laws, and regulations.
* Communicate clearly and concisely, both orally and in writing.
* Establish and maintain effective working relationships with those contacted in the course of work.

***Minimum Qualifications***

*Any combination of education and experience sufficient to successfully perform the essential functions of the job qualifies.*

* Bachelor’s degree from an accredited college or university with major course work in business administration, public administration, economics, or a related field. A Master’s degree is highly desirable.
* Ten years of broad and extensive experience in economic development related activities including two years of project management. Experience must include three years of responsible management and administrative responsibility.
* High level knowledge of public relations.
* Possession of a valid Georgia Class C driver’s license.

***Physical Demands***

**Physical**: Primary functions require sufficient physical ability and mobility to work in an office setting and operate office equipment. Continuous sitting and upward and downward flexion of neck; fine finger dexterity; light to moderate finger pressure to manipulate keyboard, equipment controls, and office equipment; pinch grasp to manipulate writing utensils. Frequent side-to-side turning of neck, walking, standing, bending, stooping, pushing/pulling, and twisting at waist; moderate wrist torque to twist equipment knobs and dials; lifting objects weighing up to 20 lbs. from below waist to above shoulders and transporting distances up to 50 yards. Occasional squatting, kneeling, and reaching above and at shoulder height; moderate grasping to manipulate reference books and manuals; lifting objects weighing 20-35 lbs. from below waist to above shoulders and transporting distances up to 50 feet.

**Vision**: See in the normal visual range with or without correction; vision sufficient to read computer screens and printed documents and to operate equipment.

**Hearing**: Hear in the normal audio range with or without correction.