

CITY OF MESQUITE

JOB DESCRIPTION

JOB TITLE: Manager of Economic Development

JOB NO: 8000

JOB FAMILY: Professional

FLSA: Exempt

SAFETY SENSITIVE: No

Job description statements are intended to describe the general nature and level of work being performed by employees assigned to this job title. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required.

GENERAL SUMMARY

Under general supervision, this position is responsible for developing, coordinating and implementing a program designed to retain and enable the expansion of businesses in the City of Mesquite, Texas.

SUPERVISION

General supervision is provided by the Director of Economic Development.

ESSENTIAL DUTIES AND RESPONSIBILITIES

1. All behaviors comply with the Code of Conduct & Rules of Behavior outlined in chapter 8 of the General Government Policies and Procedures Manual.
2. Plans, organizes and executes a business visitation program that includes quarterly contacts via electronic methods and at least one annual on-site personal interview with business and commercial property owners to proactively assess business concerns and opportunities for growth.
3. Discusses options and advises management about development obstacles, growth and expansion opportunities, and provides business assistance program information.
4. Acts as liaison and facilitates communication between businesses and City departments and other agencies.
5. Develops and distributes relevant marketing materials and information to the business community.
6. Conducts research and compiles information from numerous sources on local business activity, expansion plans and potential start-up operations. Documents and maintains results of business visits and implements resulting action items.
7. Makes presentations to individual businesses, groups and associations on available services and assistance programs; recommends resources and networking connections with local industry partners, provides contacts with

banking institutions, state and federal agencies which can provide technical expertise for most business needs.

8. Maintains a comprehensive knowledge of programs and resources available to businesses.
9. Assists businesses with pursuing business assistance programs, where applicable. Promotes and provides information on other City, State and Federal business assistance and loan programs.
10. Plans, organizes and implements business appreciation and recognition activities and other business networking, educational, and promotional events as part of project teams.
11. Coordinates workforce development activities with appropriate organizations.
12. Manages the Economic Development section of the city website; regularly monitors, evaluates, and recommends ways to update and amend the City website to best market the community for investment, business retention, and business expansion.
13. Designs, writes, and distributes periodic e-newsletters and promotional materials with appropriate computer graphics. Coordinates the printing, delivery, and distribution of department products and promotional items.
14. Works with other City departments to collect and best illustrate development-related data for communication to business leaders, developers, brokers, and potential investors. Interacts with area chambers of commerce and similar groups to promote Mesquite businesses.
15. Researches and prepares information such as business and strategic plans, budget documents, analytical and statistical reports and demographic summaries.
16. Develops and maintains departmental databases such as those for existing businesses and commercial real estate within the city.
17. Develops and implements a robust Business Retention/Expansion (BRE) program targeted small – large Mesquite commercial business.
18. Organizes and facilitates the following Economic Development Department activities including but not limited to real estate expositions, real estate award events and/or trade shows.
19. Supports the Director in staffing the 4B Mesquite Quality of Life Corporation meetings and tax increment reinvestment zones (TIRZ's).
20. Performs other duties as assigned. Employees at all levels are expected to effectively work together to meet the needs of the community and the organization through work behaviors demonstrating the City's Values. Employees are also expected to lead by example and demonstrate the highest level of ethics.

MINIMUM JOB REQUIREMENTS

EDUCATION:

A Bachelor's Degree in Business or Public Administration, Urban Affairs, Economics, Marketing, Psychology or a related field.

EXPERIENCE:

3-5 years' experience in economic development, business assistance or a related field or an equivalent combination of education and experience.

LICENSES AND CERTIFICATES:

Possession of a valid driver's license.

COMPETENCIES

An employee's performance will be evaluated based on ten competencies:

The ten employee competencies are...

- 1) Customer Service; 2) Dependability; 3) Job Knowledge; 4) Productivity;
- 5) Quality of Work; 6) Communication; 7) Teamwork; 8) Co-Worker Relations;
- 9) Flexibility; and 10) Attendance & Punctuality

KNOWLEDGE, SKILLS AND ABILITIES

Knowledge of:

- Business Development - Thorough knowledge of business practices in the areas of marketing and business development, economics, business administration, economic development and workforce development.
- Marketing - General knowledge of marketing and marketing material development to include visual aids, brochures, reports and multi-media presentations.
- Customer Service – Thorough knowledge of principles and processes for providing customer services. This includes setting and meeting quality standards for services and evaluation of customer satisfaction.
- Information Technology – Knowledge of office equipment and personal computers to include word processing and a variety of presentation media.

Skills in:

- Time Management – Plans and organizes daily work routine. Establishes priorities for the completion of work in accordance with sound time-management methodology. Excellent skill in planning and coordinating multiple projects and activities.
- Judgment/Decision Making – Evaluating the best method of research and then exercising appropriate judgment in establishing priorities and resolving complex matters. Considers the relative costs and benefits of potential actions to choose the most appropriate one.

- Interpersonal Relationships - Develops and maintains cooperative and professional relationships with employees and all levels of management to include representatives from other departments, business owners, and municipal leaders and outside organizations.

Ability to:

- Effectively communicate verbally and in writing, to include the preparation of detailed reports which include numerical information and statistics and preparing and presenting a wide variety of public relations materials.
- Handle a variety of issues with tact and diplomacy and in a confidential manner.
- Listen and understand information and ideas being presented verbally and in writing.
- Pass a drug test, criminal history background check, social security verification number check, driver's license check and employment verification check.
- Meet the City's driving standards and use personal vehicle.

PHYSICAL REQUIREMENTS/ WORK ENVIRONMENT

This position does not require a physical for employment.

Applicants with disabilities meeting the job requirements and capable of performing the essential functions of the job, either on their own or with reasonable accommodations, are encouraged to apply.