

**CITY OF YOUR TOWN**

**DIRECTOR OF ECONOMIC DEVELOPMENT**

**Exempt Status**

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job.*

**DEFINITION**

To plan, direct, manage and oversee the activities and operations of the Economic Development Department including the development, implementation, and oversight of economic development programs and initiatives; to coordinate assigned activities with other departments and outside agencies; and to provide highly responsible and complex administrative support to the City Manager and the Assistant City Manager.

**SUPERVISION RECEIVED AND EXERCISED**

Receives general administrative direction from the City Manager and the Assistant City Manager.

Exercises supervision over supervisory, professional, technical, clerical staff, and volunteers.

**ESSENTIAL FUNCTION STATEMENTS** -- *Essential responsibilities and duties may include, but are not limited to, the following:*

**Essential Functions:**

1. Organize, manage and direct the ongoing operations of the Department of Economic Development.
  - a. Develop and implement department goals, objectives and work tasks in accordance with direction provided by City Council and the City Manager's Office.
  - b. Establish and maintain appropriate communications with the City Manager's Office as well as elected and appointed City officials.
  - c. Research, prepare and administer a comprehensive budget for the Department.
  - d. Serve as technical advisor to City Council and Management regarding Economic Development issues.
  - e. Select, supervise, train, and evaluate professional, technical, and clerical subordinates.
  - f. Attend City Council and other meetings as needed.
  - g. Actively participate in appropriate professional organizations to maintain awareness of leading edge or best practices in economic development programs.
  - h. Insure Department and staff member's compliance with all City policies.
  
2. Develop and implement programs to retain and support existing businesses in the City.
  - a. Identify and maintain a database of all businesses in the City.
  - b. Implement systems utilizing the business database to facilitate customer identification of and accessibility to City businesses.
  - c. Develop and implement events intended to increase patronage of City businesses (e.g. City-wide Sidewalk Sale)

3. Identify and implement programs attracting new business investment and employment in the City.
  - a. Identify and pursue businesses and services desired by residents of the City.
  - b. Develop promotional materials, pamphlets, giveaways, etc. appropriate for representing the City in a variety of marketing formats.
  - c. Participate in national, regional or local marketing opportunities (e.g. trade shows, conferences, significant events, familiarization tours, marketing trips to businesses).
  - d. Coordinate prospect visits, meetings, tours, luncheons, etc. as necessary to market the City.
  - e. Establish and maintain relationships with prospects from initial contact throughout their establishment in the City.
  - f. Promote the general public's impression of the City.
  - g. Manage the incentive negotiation process and present proposals to management and City Council in a logical and efficient manner.
  - h. Maintain confidentiality when desired by potential prospects.
  
4. Develop and nurture community relationships and organizational partnerships.
  - a. Prepare and deliver professional presentations as needed to civic organizations, business organizations, or other parties interested in various aspects of the City.
  - b. Coordinate economic development activities with other City departments and with outside agencies, particularly the Chamber of Commerce, and area regional, state, and national economic development organizations.
  - c. Respond to and resolve difficult and sensitive citizen inquiries and complaints.
  - d. Implement communication systems allowing immediate correspondence with critical commercial groups in the City (e.g. Your Town Broker-Net, Business communications)
  - e. Organize and facilitate meetings of commercial groups (e.g. Commercial Developer's, Retail Merchants) to disseminate information and enhance their relationship with the City.
  - f. Establish and maintain positive relationships with agencies such as the North Central Texas Council of Governments, Texas Dept. of Transportation, Tarrant County, etc.
  - g. Actively participate in community organizations such as the Your Town Chamber of Commerce, Metroport Cities Partnership, and the Your Town Executive Forum.
  - h. Establish and maintain positive relationships with the media through frequent interaction, attentiveness and accuracy of information and responses.
  
5. Develop and maintain accurate data and resources necessary to support the goals and objectives of the Economic Development Department and for utilization by other City representatives.
  - a. Assemble, develop, distribute, and analyze demographic and economic information for internal and external use; prepare and present analytical and statistical reports on operations and activities as needed.
  - b. Implement systems allowing developers, brokers or potential prospects to easily identify land, buildings, and commercial lease availabilities in the City.
  - c. Develop analytical tools capable of evaluating various aspects of proposed commercial developments.
  - d. Annually update a concise summary of basic facts on the City and distribute to all parties utilizing or referencing City information.
  - e. Identify and develop resources to address issues raised by potential prospects (e.g. Residential Relocation Report)

6. Encourage, develop and nurture an environment receptive to appropriate business development.
  - a. Confer with and advise management staff and City Council regarding impediments to the improvement and enhancement of the City's non-residential tax base.
  - b. Evaluate plans, budgets, capital improvements, and proposed ordinances and develop comprehensive recommendations for management's use.
7. Develop and implement programs utilizing the Hotel Occupancy Tax to promote tourism in the City.
  - a. Research, prepare and administer a comprehensive budget for appropriate utilization of the tax revenue.
  - b. Cooperate and coordinate with hotel representatives regarding appropriate utilization of occupancy tax revenues.
8. Manage the development, maintenance and oversight of the City's web site.
  - a. Through subordinate staff, coordinate the City's web site committee; implement training programs decentralizing basic web maintenance and update functions.
  - b. Negotiate and manage the relationships of third-party consultants involved in the establishment of ongoing maintenance of the City's web site.

**Marginal Functions:**

1. Perform related duties and responsibilities as required.
2. Conduct research and complete special projects as assigned.

**QUALIFICATIONS**

**Knowledge of:**

Operations, services, and activities of a comprehensive municipal economic development program.

Principles and practices of program development and administration.

Methods and techniques of statistical data and analysis.

Principles and practices of negotiating sensitive issues related to economic development.

Local government operations, rules, and regulations.

Principles and practices of municipal budget preparation and administration.

Principles of supervision, training, and performance evaluation.

Principles and practices of collecting, reviewing, and analyzing technical and statistical data.

Methods and techniques of report preparation.

Principles and practices of business management and administration.

Principles of supervision, training and performance evaluation.

City personnel policies and procedures.

Principles and procedures for developing goals, objectives, and management plans.

Computer application programs including: word processing (e.g. Microsoft Word), spreadsheets (e.g. Excel), databases (e.g. Access), presentation programs (e.g. PowerPoint), graphic design (e.g. Photo Editor, Photo Shop, Adobe Acrobat), desktop publishing (e.g. Quark Xpress), website development (e.g. Front Page), and digital scanners.

Pertinent Federal, State and local laws, codes and regulations.

Standard business English, spelling and grammar.

**Ability to:**

Manage and direct a comprehensive municipal economic development program.  
 Develop and administer departmental goals, objectives and procedures.  
 Analyze and assess programs, policies, and operational needs and make appropriate adjustments.  
 Analyze data and information; draw conclusions; propose responsive actions.  
 Identify and respond to sensitive community and organizational issues, concerns, and needs.  
 Plan, organize, direct, and coordinate the work of assigned staff.  
 Delegate authority and responsibility.  
 Select, supervise, train, and evaluate staff.  
 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.  
 Prepare clear and concise administrative and financial reports.  
 Prepare and administer large and complex budgets.  
 Interpret and apply applicable Federal, State, and local policies, laws, and regulations.  
 Communicate clearly and concisely, both orally and in writing.  
 Operate a computer and other office equipment; develop graphic presentations.  
 Maintain confidentiality of certain City information.  
 Establish and maintain effective working relationships with those contacted in the course of work.  
 Operate assigned vehicle to travel to various meetings and events in the City.

Maintain effective audio-visual discrimination and perception needed for:

- *Making observations;*
- *Communicating with others;*
- *Reading and writing; and*
- *Operating assigned equipment.*

Maintain mental capacity, which permits:

- *Making sound decisions;*
- *Using good judgment; and*
- *Demonstrating intellectual capabilities.*

Maintain physical condition appropriate to the performance of assigned duties and responsibilities, which may include the following:

- *Sitting for extended periods of time;*
- *Standing for extended periods of time during marketing events;*
- *Working closely with others; and*
- *Operating assigned equipment.*

**Experience and Training Guidelines**

*Any combination of experience that would likely provide the required knowledge is qualifying. A typical way to obtain the knowledge and abilities would be:*

**Experience:**

Five (5) years responsible experience in Economic Development, with two (2) years of administrative and supervisory experience.

**Training:**

Equivalent to a Bachelors degree in Economic Development, Business, Public Relations, or a related field from an accredited college or university. Masters degree in related field preferred. Completion of the Basic Economic Development Course (BEDC) and the Economic Development Institute (EDI).

**License or Certification**

Possession of an appropriate, valid Texas driver's license. Certification as a Certified Economic Developer (CED / CEcD) preferred.

**WORKING CONDITIONS**

**Environmental Conditions:**

Office environment; exposure to computer screens; some travel within the City and nationally required; frequent contact with the public, City Council members, other city departments and boards, commissions and advisory committees.

**Physical Conditions:**

Essential and other important responsibilities and duties require maintaining physical condition necessary for standing and sitting for prolonged periods of time; manual dexterity; may be required to operate assigned vehicle.