

CITY OF WASCO POSITION DESCRIPTION

Position Title: Economic Development Coordinator	Department : City Manager	
Reports to: City Manager	FLSA Classification : Exempt	
Career Ladder: Economic Development Coordinator	Pay Grade:	Approval Date: 6/17/08

POSITION SUMMARY:

The fundamental reason this classification exists is to provide professional level assistance to the City Manager in the creation of economic development marketing strategies and implementation of efforts to attract and retain business and industry to the City. The Economic Development Coordinator identifies factors necessary to attract and retain new economic development interests, and coordinates promotional activities such as site tours, presentations for and meetings between local area business, government, real estate and development representatives, and prospective client companies. Incumbents work with considerable independence and initiative under the general direction of the City Manager. Work is evaluated through conferences and reports and on the basis of results achieved.

CLASS CHARACTERISTICS:

This position is within the economic development class series in which incumbents coordinate the various aspects of the City's, economic development and redevelopment activities. Incumbents exercise a considerable amount of independent judgment in the use of City organizational resources as well as federal, state, and local funding agencies for the purposes of administering economic development, commercial, and redevelopment activities throughout the community.

ESSENTIAL RESPONSIBILITIES:

Develops and implements strategic plans to attract business and industry to the City

Participates in long-range planning, development of marketing strategies, and recommendation of goals for business attraction, retention, and assistance efforts

Represents the City Manager to various private enterprise and public agencies;

Coordinates efforts and information with various City departments to identify, attract, retain, and assist business and industry

Evaluates programs which couple immediately available resources of the area with potential business development

Solicits development proposals from private development companies and businesses, and analyzes the feasibility of these projects

Coordinates with various businesses, agencies, community organizations, and City departments to conduct presentations and site tours for the purpose of promoting the City

Researches and compiles demographic and economic data in response to prospective client inquiries

Demonstrates continuous effort to improve operations, decrease turnaround times, streamline work processes, and work cooperatively and jointly to provide quality seamless customer service

Plans, organizes, establishes priorities for economic development projects in accordance with the City's priorities as set for the City Manager

Provides technical assistance to industrial, commercial and residential developers in the areas of finance, zoning, land disposition, public services, or other types of assistance needed for project development

Assist in developing a marketing plan for the city and producing materials to promote the City's economic interests.

Promotes development opportunities of public and private industrial, commercial, and residential properties

Develops proposals on the revisions of city ordinances and zoning regulations to promote economic development

Performs related duties as required

MINIMUM QUALIFICATIONS:

Knowledge of – Economic development principles, practices, and techniques. Laws, ordinances, regulations, and policies of various government agencies as they affect the business community and economic development efforts. Principles, techniques, and objectives of public relations and information. Principles and techniques of marketing and promotion. Current economic, development, and demographic trends in the area. Research methods and techniques

Skilled in - Work closely with management, consultants, industrial realtors, Chamber of Commerce and other agencies aimed at achieving the necessary services for industrial prospects. Communicate clearly and concisely, orally and in writing.

Ability to - Facilitate priorities and program objectives, and balance working relations when providing technical support on economic development issues. Establish and maintain effective working relationships with individuals, businesses and other internal and external agency. Communicate effectively orally and in writing on technical information to the business community and general public. Familiar with personal computers and the use of Word, Excel and other related software programs. Gather economic and other relevant data, analyze complex information, and recommend appropriate action based on findings.

Licenses and Certificates – Possession of or ability to obtain a valid California Driver’s License may be required

Physical Abilities and Work Environment – While performing the duties of this job, the employee is frequently required to sit and talk or hear. The employee is required to walk; use hands to operate objects, tools, or controls; and reach with hands and arms. Perform simple grasping and fine manipulation. On a continuous basis, sit at a desk and in meetings for long periods of time. Intermittently twist to reach equipment surrounding desk. May be expected to lift and move containers weighing up to 25 lbs

Other – May be required to complete an annual Statement of Economic Interest. Bilingual fluency in English and Spanish is desirable.

EDUCATION AND EXPERIENCE:

Any combination of experience and education that would be likely to provide the required knowledge, skills, and abilities could be qualifying, as determined by the City. A typical way to obtain the knowledge, skills, and abilities is:

Experience – Two years of professional level experience in commercial leasing, real estate contract negotiation, direct business sales, economic development, redevelopment, or business assistance, including experience in program implementation, marketing, and public information efforts.

Education - Possession of a high school diploma and some college course work, or preferably a Bachelor’s degree from an accredited college or university, in business, public administration, marketing, or a related field. Career training from California Association of Local Economic Development or International Economic Development Council is desirable.

ACKNOWLEDGEMENT

A review of this position has excluded the marginal functions of the position that are incidental to the performance of essential job duties. The duties and responsibilities are essential job responsibilities and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbent(s) will possess the knowledge, skills and abilities to perform each duty proficiently. The requirements listed in this document are the minimum levels required for this position.

I acknowledge that I have received a copy this position description

Print Name

Signature

Date