



CITY OF DEBARY FLORIDA **JOB DESCRIPTION**

JOB TITLE: TRANSIT ORIENTED DEVELOPMENT (TOD) MARKETING DIRECTOR

REPORTS TO: CITY MANAGER

DATE: October 1, 2014

GENERAL DESCRIPTION

Under general and direct supervision of City Manager, aggressively pursues transit oriented development (TOD) around the SunRail station, with an emphasis on job growth and economic development. This is an advanced level professional position responsible for providing technical and administrative support for business initiatives and marketing of the City's TOD and economic opportunity areas. Work of this class involves considerable public contact, often of a very sensitive nature and requires the exercise of sound judgment, tact, and diplomacy. The ideal candidate will collaborate, develop and maintain effective relationships with developers, investors, lenders, city and county staff, elected officials, and community partners.

JOB DUTIES AND FUNCTIONS

- Serve as internal coordinator for development in the TOD area.
- Serves as the City's representative to technical committees concerning area-wide economic development, including the Team Volusia Practitioner Subcommittee and the City's Economic Development Advisory Committee.
- Pursues development opportunities along the 17/92 corridor and TOD zoned area to local and national developers, lenders, investors, and policymakers, and utilize key partners, such as Team Volusia and Volusia County Economic Development in this endeavor.
- Coordinates with various City departments, consultants, contractors, and advisory bodies related to the development process to ensure TOD sites are ready for development. Work closely with developer to navigate the development process.

- Coordinates, researches or directs the completion of business assistance projects.
- Implements the recommendations from the various planning studies affiliated with the TOD.
- Prepares written reports, statistics, presentations, maps and other graphic materials for public presentation, and reports.
- Provides land owners and interested developers with technical information on available local and state incentives, worker training programs, alternative financing, and other programs associated with the long-term retention and expansion of local business and industry.
- Participates and coordinates a liaison relationship with area chambers of commerce and City departments involved in zoning, business and building permitting and infrastructure.
- Prepares budget estimates and administer approved budget for the department.
- Recommends additional investments in high quality public realm, including bike and pedestrian improvements aimed at enhancing TOD opportunities.
- Secures grants and other resources from federal, state, regional, local and philanthropic sources to advance TOD, and job growth efforts.
- Prepares monthly agenda packages for advisory boards; write staff reports when applicable.
- Performs other related duties as required.

SUPERVISORY RESPONSIBILITIES

This position has no accountability for subordinate employees or functions other than stated above.

EDUCATION AND EXPERIENCE REQUIRED

Bachelor's degree in Public Administration, Business Administration, Marketing or a closely-related field. Master's Preferredpreferred; and 4-6 years of progressively responsible related experience in local government and/or real estate development. A comparable amount of education, training or experience may be substituted for the minimum experience. Certified Economic Developer (CEcD), or Certified Business Analyst (CBA) a plus. Possession of a valid Florida driver's license.

COMMUNICATION SKILLS REQUIRED

Ability to read, analyze, and interpret common scientific and technical journals, financial reports, and legal documents. Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the business community. Ability to write speeches and articles for publication that conform to prescribed style and format. Ability to effectively present information to top management, public groups, and/or boards of directors.

REASONING ABILITY

Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

CERTIFICATES, LICENSES, REGISTRATIONS

None required for basic duties and functions, however, several certifications for incumbents from various professional associations may be helpful in the execution and management of those stated in basic duties and assignments.

PHYSICAL REQUIREMENTS AND WORK ENVIRONMENT:

Work involves sedentary to light work in an office setting with exposure to the elements. There is a frequent need to sit, stand, walk, drive and to occasionally lift moderately heavy objects (up to 40 pounds) and to work extended hours, including nights and weekends.

APPROVALS

Name	Title	Date
Human Resources	Title	Date