



CITY OF DeBARY, FLORIDA

Employee Job Description

CLASSIFICATION TITLE:	ECONOMIC DEVELOPMENT/ TOD MARKETING DIRECTOR
PAY GRADE:	22
PAY RANGE:	\$63,791.92 TO \$95,687.88
FLSA STATUS:	EXEMPT
REPORTS TO:	CITY MANAGER

GENERAL DESCRIPTION:

This is Senior Management position responsible for professional duties related to the economic development of the City's private and public sector economy. Specialized knowledge of financial analysis and business development techniques is required. The incumbent is the primary contact for businesses and the City representative to the business community. The work involves responsibility for the application of professional knowledge and skills to affect research, analysis, planning and implementation of economic development programs. The incumbent requires a high degree of professionalism, problem solving skills, and the frequent use of independent judgment. The incumbent is expected to develop partnerships with outside agencies and business/property owners and work effectively with the community. This is managerial and administrative position providing a blend of economic and community development work.

EXAMPLES OF WORK PERFORMED:

The following duties are normal for this position. The omission of specific statements of the duties does not exclude them from the classification if the work is similar, related, or a logical assignment for this classification. Other duties may be required and assigned.

- Plans, organizes, and implements the City's overall economic development program as it relates to encouraging and promoting business development, retention, rehabilitation, vitalization, revitalization, and job growth.
- Provide a high level of customer service using a proactive approach towards solving problems and expediting development, as well as assisting developers, businesses and property owners to work out problems with the City and other agencies.
- Develops and evaluate economic data, reports and studies on the financial impact of various economic, social, and political changes.
- Administers the preparation and negotiations of economic development incentive proposals to business prospects.
- Manages marketing and advertising programs; organizes external marketing missions; coordinates City promotions and publications as they relate to the position.
- Performs special assignments as requested, to include research and preparation of reports and projects, development and implementation of programs, administering state and federal grants and presenting technical data to management, elected officials, and other interested parties.
- Serves as liaison with public, private and non-profit organizations for business attraction, creation, expansion and retention activities.
- Prepares information for dissemination to potential business clients, including economic, statistical, financial, population, growth, demographic and other information.



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- Assists potential new businesses in site analysis, including demographic, tax, fee, development and related information.
- Works closely with applicant to ensure DRC recommendations are reflected in plans submitted for development review.
- Generates and nurtures professional and ethical working relationships with private developers and the building community, realtors, business leaders, banking and financial leaders, professional economic development and trade associations, state and local government leaders, business and industrial development professionals and other community leaders.
- Act as business recruitment and commercial development facilitator for the City as well as focus on the retention and expansion of existing businesses.
- Coordinates related activities with functions of other City departments and public and private agencies.
- Conducts research projects on general geographic areas or on specific sites, notes changes in socio-economic characteristics of the area, prepares financial analysis of project and program costs and benefits, and projects probable costs of various forms of development.
- Assists businesses with research, feasibility studies, data gathering, site location, sources of financing, preparation of submittal of business prospectus, etc., throughout the development or expansion process.
- Researches, creates and reviews City ordinances as they relate to economic development.
- Identifies systematic hindrances to development within the City's policies, procedures and practices, and recommends improvements to the City Manager.
- Performs other related duties and functions as assigned.

MINIMUM QUALIFICATION REQUIREMENTS:

Bachelor's degree or equivalent in Economics, Urban Planning, Public or Business Administration, Marketing or a related field from an accredited college or university; and five (5) years related experience and training; or an equivalent combination of education and experience.

SKILLS, KNOWLEDGE & ABILITIES:

Communication Skills: 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 City Council.

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.



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CERTIFICATES, LICENSES, REGISTRATIONS:

None.

ADA REQUIREMENTS:

Physical Ability: Work involves sedentary to light work in an office setting with occasional exposure to the outdoor environment. There is a frequent need to sit, stand, walk, drive and to occasionally lift moderately heavy objects (up to 25 pounds), and to work extended hours, including nights and weekends.

Environmental Factors: Essential functions are regularly performed without exposure to adverse environmental conditions.