



CITY OF DeBARY, FLORIDA

Employee Job Description

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BUSINESS DEVELOPMENT SPECIALIST

Department:	Position #146	Exempt:	Yes
Reports To:	Communications & Gov't	Pay Grade/Wage:	18
Position Type:	Full Time	Hours:	40 hrs/week

JOB SUMMARY:

Under supervision of the Economic Development, Communications & Government Affairs Director, the position is responsible for creatively promoting and developing economic programs to enhance business retention, expansion and attraction. Operates as the City's representative to local businesses, developing programs that assist in their success. This position is expected to independently manage projects and serve as a liaison to the business community.

JOB DESCRIPTION

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.

DUTIES & RESPONSIBILITIES:

- Develops and implements strategies to successfully market the City to perspective businesses, visitor and residents.
- Develops and executes the City's business retention and expansion program.
- Acts as the primary contact for business inquiries and assists businesses in meeting requirements of City codes and the development process.
- Conducts business retention and expansion activities, including strategies for businesses to successfully locate or expand in the City by providing necessary guidance, demographics, sites, incentive programs, and financing options.
- Maintains the site inventory database for all industrial and other designated property.
- Administers and markets local economic development assistance programs.
- Builds relationships with the Chamber of Commerce and businesses through visits, outreach and communications.
- Provides 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.



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- Serves as liaison with public, private and non-profit organizations for business attraction, creation, expansion and retention activities.
- Monitors legislative changes related to economic development or redevelopment.
- 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.
- Perform other duties as assigned.

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 three (3) years related experience and training; or an equivalent combination of education and experience.

CERTIFICATES, LICENSES & REGISTRATIONS:

Possession of a valid Florida driver's license.

KNOWLEDGE, SKILLS & 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.

WORK ENVIRONMENT/ADA:

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.

Employee Signature

Employee Printed Name

Date



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