

## CLASSIFICATION SPECIFICATION

**CITY OF MARYSVILLE, CA**

**Date:** April 2013

**CLASS TITLE:** Business Development Manager

**JOB CODE:** Unclassified

**WORKING TITLE:** Business Development Manager

**FLSA STATUS:** Exempt

**REPORTS TO:** City Manager

**HIRING STATUS:** At Will

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### JOB SUMMARY

Directs and manages the City Manager's Business Development Center, creating, implementing and supervising the center's programs to increase and diversify the City's economic base by targeting and attracting new businesses and assisting existing businesses in expansion. Serves as the principal City contact point and coordinator for economic development activities involving businesses, investors, governments, foundations and regional economic development associations. Performs responsible and detailed analysis involving administrative or subject matter issues associated with the delivery of business development services. May supervise subordinate personnel in the successful accomplishment of the Business Development Center's annual work program.

### DISTINGUISHING CHARACTERISTICS

This is a single position classification in which the incumbent is responsible to the City Manager for the orderly, efficient and effective management of the assigned program and the accomplishment of its service delivery mission.

### EXAMPLES OF WORK

Examples of Work are not intended to be an exhaustive list of all responsibilities, duties and skills. They are intended to be accurate summaries of what the job classification involves and what is required to perform it. Employees are responsible for all other duties as assigned.

Provides continuous leadership in carrying out the program mission, as amended from time to time, including:

- Directs, implements, manages, and supervises the programs, operations, activities, budget, and employees of the City Manager's Business Development Center, directing the Bounce Back Initiative and other economic development plans of the City, charged with increasing and diversifying the City's economic and tax base by attracting new investments in business, industry and housing, and assisting existing business in retention and/or expansion;
- Performs economic development and planning duties to implement the City's goal of broadening its retail, commercial, and industrial base, and a suitable housing inventory;
- Prepares and implements marketing plans, developing methodology to target businesses for recruitment and developing marketing strategy and materials;
- Represents the City as a liaison in local and regional economic development, retail, business, marketing, Chamber of Commerce, and related associations and at meetings, conferences, and trade shows;
- Meets with new business and investment prospects to discuss investment opportunities and to facilitate relocation to Marysville.
- Serves as the City's business and investor ombudsman to guide development prospects through the City's development review and regulatory processes;
- Supervises collection of economic, statistical, financial, population growth and demographic data, and other information related to land use, recreational facilities, transportation systems,

regional governmental service providers, housing and labor markets for dissemination to clients or to support economic development goals and strategies;

- Provides site analysis information, including demographic, tax, fee, development, and related information;
- Responsible for gathering, compiling, creating, preparing and maintaining records and data bases of the City's business environment, housing stock, educational, labor and real estate profiles, as well as business prospects and contacts;
- Presents oral and written reports to city agencies and the city council, economic development interest groups, other interested parties and groups, and the public;
- Provides lead and/or support assistance in grant proposal preparation;
- Researches and prepares studies related to land use, recreational facilities, transportation systems, regional governmental services providers, and labor market information to support economic development goals and strategies;
- Prepares and monitors the annual budget of the City Manager's Business Development Center;
- Performs other duties as assigned.

### **QUALIFICATION REQUIREMENTS**

To be successful in this position, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills, and/or abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### **EMPLOYMENT STANDARDS** (position requirements at entry)

Any combination of education, training, and experience which provides the required knowledge, skills, and abilities to perform the job is qualifying. These employment standards would typically be achieved by graduation from an accredited four-year college or university with a degree in Public Administration, Business Administration, Urban and Regional Planning, Economics or similar major; and at least three years of progressively responsible work experience which involved duties similar to those expected of incumbents in this classification.

### **KNOWLEDGE, SKILLS, AND ABILITIES** (position requirements at entry)

#### **Knowledge of:**

- Principles and practices of public administration, organization, and program management;
- Principles of business administration, including marketing and economics;
- Methods and techniques of conducting objective research;
- Contemporary budgetary principles and practices, including fund accounting concepts;
- Contemporary land use planning, zoning, environmental and land development principles and practices;
- Local government institutions, governance, and service delivery responsibilities.

#### **Ability to:**

- Listen effectively;
- Communicate clearly, logically, concisely, and persuasively, both in writing and orally;
- Conduct complex technical subject matter research, either independently or as part of a group, requiring the application of quantitative and qualitative research methods;
- Interpret complex and difficult situations, reducing them to their significant elements, and applying appropriate interpretations to the situations;
- Complete assigned tasks relying on broad descriptions of objectives, rather than on extensive, separate instructions requiring frequent supervision;
- Prioritize workload effectively to meet deadlines under changing conditions;

- Establish and maintain effective, cooperative working relationships with individuals and groups encountered;
- Formulate meaningful work programs in assigned areas of responsibility;
- Organize the work of subordinates in order to successfully achieve a common mission;
- Use computers and peripherals effectively in the accomplishment of assignments.

**Language Skills:**

- Well-developed listening, writing, and verbal communication skills, including the proper use of legal, scientific, financial, and subject matter concepts and terminology, conveyed with the intended audience in mind.

**Reasoning Skills:**

- Well-developed ability to define organizational, operational, and technical subject matter problems succinctly, to draw reasonable conclusions therefrom, to conceptualize solutions effectively, and to effectively relate those matters to others. The issues involved will regularly require incumbents to interpret a variety of technical instructions, possibly given in mathematical, diagrammatic, scientific, or statutory forms, and to deal with both abstract and concrete concepts.

**PHYSICAL DEMANDS**

The physical demands described here are representative of those which must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit, walk, and stand.

Specific vision abilities required by this job include close vision and the ability to adjust focus.

Must be able to use telephone and computer keyboard.

**WORK ENVIRONMENT**

The work environment characteristics described here are representative of those an employee encounters while performing essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderately quiet indoors, and varying outdoors.

Work days are frequently long, and work product deadlines are common.

Confidentiality is expected.