

CLASSIFICATION SPECIFICATION

CITY OF MARYSVILLE, CA

Date: April 2017

CLASS TITLE:	Economic Development Specialist	JOB CODE:	10721
WORKING TITLE:	Economic Development Specialist	FLSA STATUS:	Non-Exempt
REPORTS TO:	Director, Community Development and Services	HIRING STATUS:	Career

JOB SUMMARY

Under general and limited direction, the Economic Development Specialist performs a variety of highly responsible tasks in support of the Economic Sustainability functions of the department, in the areas of Business and Investor Relations, Special Events, and Facility Use Permits. Incumbents assist in creating, and thereafter implement and promote programs and initiatives to increase and diversify the City's economic base, provide targeted market-based information helpful for new businesses and assist existing businesses with expansion plans. Serves as a primary City contact point for economic development information and referrals for business owners, investors, governments, foundations and regional economic development associations. The Economic Development Specialist is also responsible for planning, organizing and administering special events to promote tourism opportunities, trade and quality of life in the City, including fund-raising for City-sponsored events and venues and determining required use conditions for issuing event permits to outside organizers.

General direction is provided by the department head or designee. The incumbent in this class does not supervise other City staff, but routinely coordinates with numerous other staff in all City departments.

DISTINGUISHING CHARACTERISTICS

The Economic Development Specialist independently performs advanced journey level administrative support work, collecting and compiling market-based data and producing, or supervising the production of, suitable brochures, audio/video presentations and reports for potential businesses, investors and others. Serves as a point of contact for information and referral services to businesses and investors and others interested in business development in Marysville, or in organizing and staging community events in the City.

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 support in carrying out the mission of the department, as amended from time to time, including:

- Assist in creating programs and initiatives designed to facilitate business development and expansion in the city limits.
- Respond to complaints and requests for information on regulations, procedures, and policies relating to responsibilities assigned.
- Research, collect and compile basic land use, housing, demographic, recreational, transportation systems and market-based information of the sort sought by potential new businesses and outside investors.
- Prepare informational materials into brochures, audio/video presentations and Web-based content to reach businesses and investors and others interested in business development in Marysville.

- Meet with new business and investment prospects to provide information and referral services.
- Represent the City as a liaison in local and regional economic development, retail, marketing, Chamber of Commerce, and related associations.
- Create, populate and maintain subject matter database current at all times.
- Perform specialized and responsible clerical duties in support of important functions or programs within the department.
- Responsible for routine purchasing and budget duties, as assigned.
- Interpret city policies, rules and regulations in response to inquiries and refer inquiries as appropriate.
- Assist department administration in preparing agenda items and assembling background material for staff reports for City Council meetings, as assigned.
- Independently respond to letters and general correspondence in assigned program area.
- Operate a variety of contemporary office equipment employing contemporary business software.
- Initiate and maintain a variety of files and records.
- Promote City facilities and local amenities to potential private event organizers and coordinate the scheduling of private events on City property.
- Process various special use permits at City facilities or on, or affecting, public rights-of-way, including setting required use conditions and collecting appropriate permit fees.
- Coordinate availability of essential city services for sanctioned special events in the community.
- Perform 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 possession of a high school diploma, or equivalent, supplemented by college coursework in business finance, real estate, marketing, economics, communications, or related field, and one year of experience involving heavy public contact of the sort encountered by incumbents in this classification. Associates degree preferred.

SPECIAL QUALIFICATIONS

Driver License: Possession of a valid California Driver License at the time of appointment. Loss of the required license is cause for discipline, up to and including termination. Individuals who do not meet this requirement due to physical disability will be reviewed on a case-by-case basis.

Medical Examination: Employees are required to undergo an extensive pre-employment medical exam.

Probationary Period: Employees must complete twelve (12) months of probation at a satisfactory performance level prior to gaining permanent status.

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

Knowledge of:

- Correct English usage, spelling, grammar and punctuation;
- Modern office methods, procedures, and computer equipment and business/presentation software;

- Business letter writing and report preparation;
- Filing and records keeping practices;

Ability to:

- Listen effectively;
- Perform a wide variety of difficult and responsible administrative, secretarial and clerical work with limited supervision;
- Communicate clearly, logically, concisely, and persuasively, both in writing and orally;
- Complete assigned tasks relying on broad descriptions of objectives, rather than on extensive, separate instructions requiring frequent supervision;
- Prioritize workload effectively to meet frequent deadlines under changing conditions;
- Compile and maintain complex and extensive records and reports;
- Maintain confidential data and information;
- Handle multiple simultaneous projects and meet critical deadlines;
- Conduct business research involving demographic, financial/economic, housing, transportation, governmental services and land use/zoning data and draw accurate conclusions therefrom;
- Establish and maintain effective, cooperative working relationships with individuals and groups encountered;
- Formulate meaningful work programs in assigned areas of responsibility;
- Meet the physical, psychological and background requirements necessary to safely and effectively perform assigned duties and responsibilities;
- 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, 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 financial, diagrammatic, 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 equipment and peripherals.

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 may be long and there will be occasional weekend and evening work required. Work product deadlines are common.

Confidentiality is required.