

ECONOMIC DEVELOPMENT / MARKETING DIRECTOR

Department:

Supervisor:

Pay Grade:

FLSA Status:

Administration

City Clerk / Treasurer

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Non-Exempt

GENERAL DEFINITION OF WORK

The Economic Development / Marketing Director performs skilled and administrative work. This position will be responsible for providing guidance and assistance towards business retention, expansion, and attraction. These responsibilities involve considerable public contact with business owners, developers, and real estate brokers, the Norwood Young America Economic Development Commission, Carver County CDA and Open to Business, and the NYA Area Chamber of Commerce. Otherprimary responsibilities include updating the City website and social media, creating and maintaining newsletters and other marketing materials, and verifying compliance with the City Code.

HOURS OF WORK

8:00am – 4:30pm

Exceptions to these hours may include meetings, approved Personal Time Off (PTO) or leave request, and off-site meetings or trainings. If an employee is required to come to work outside of normal department hours, they may be asked to flex their hours and work a schedule different than their core hours in order to maintain a 40 hour workweek.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential function satisfactorily.

The requirements listed below are representative of the knowledge, skill, and/or ability required.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

*Minimum Qualifications*

* Bachelor’s degree in business, urban policy, public administration, finance, economic development, marketing or a related field
* At least two years professional related economic development or business experience
* Strong communication skills
* Valid Minnesota Driver’s License

*Desired Qualifications*

* Working knowledge of Tax Increment Financing, Tax Abatement, Minnesota Department of Employment and Economic Development programs, other grant/loan organizations
* Experience in grant procurement and administration
* Four years or more experience of professional related economic development or business experience
* Certification from the International Economic Development Council or the National Development Council
* Experience working with Microsoft Office programs

ESSENTIAL FUNCTIONS

* Serves as key point of contact for prospective businesses and businesses seeking to expand in the City. Assists businesses in understanding and meeting requirements of applicable City Codes and development processes. Provides information and guidance about economic development assistance and incentive programs. Assists in the negotiation and implementation of development agreements, including tax increment financing, tax abatement, and other state and federal programs. Serves as lead staff with implementation of Downtown Redevelopment Plan.
* Provides staff support to the Norwood Young America Economic Development Commission and other committees/commissions as directed.
* Builds relationships with local businesses through frequent visits, outreach and communication.
* Makes recommendations to the Norwood Young America Economic Development Commission in the establishment of strategies, policies, and programs supporting the City’s overall economic development goals and objectives and carries them out as directed.
* Administers and markets local economic development assistance programs, including loan and grant programs. Identifies funding opportunities for economic development projects.
* Ensures coordination, collaboration and consensus of development and redevelopment efforts by working closely with Carver County CDA and Open to Business, the NYA Area Chamber of Commerce, and other agencies.
* Develops and maintains positive relationships with city staff, city council, members of advisory commissions, consultants, business owners, developers, lending institutions, and related organizations.
* Disseminates information on available land, buildings, and development opportunities, through outreach to interested parties, the City’s website and social media.
* Attends professional workshops and conferences for economic development.
* Provides customer service and assistance to the public, business owners, and other staff. Receives nuisance complaints and verifies code compliance. Maintains city website and social media accounts. Creates and updates newsletters, brochures and other marketing materials. Maintains the City Code, Commission books and posts public and legal notices. Manages the rental facilities calendar, rental dwelling licensing, cable access station operation and cemeteries.

KNOWLEDGE, SKILLS AND ABILITIES

Ability to be a “champion” for the City by passionately articulating the opportunities, amenities, and benefits of a business staying, locating, or expanding in the city.

Ability to guide businesses and developers through complex economic development programs and through City Code and development processes.

Ability to analyze complex information and communicate it clearly and concisely to a wide variety of audiences.

Ability to actively market economic development opportunities in order to attract, retain, and grow business/industry.

Ability to work collaboratively and build consensus around economic development initiatives. Ability to coordinate and consult with many individuals, consultants, agencies, etc. to successfully complete projects/developments.

Knowledgeable in economic development tools, including but not limited to Tax Increment Financing, Tax Abatement, Minnesota Department of Employment and Economic Development programs, other grant/loan organizations.

Ability to maintain and operate approved budget.

Ability to work with and without direct supervision and both independently and as a team player. Posses strong customer service, communication, and presentation skills. Ability to plan, organize, prioritize and multi-task.

Posses or has ability to gain the knowledge of municipal operations including: City policies, procedures, ordinances, state and federal laws and statutes. Ability to research and analyze data and to make recommendations.

All positions within the City require the ability to present a positive and professional image to co-workers and the public and to communicate effectively orally and in writing, understand and apply state and federal laws, City ordinances and policies, safety laws and OSHA standards, attend trainings to update knowledge and maintain required licenses.

Ability to attend work punctually and regularly. Ability to attend meetings outside regular work hours.

**OTHER DUTIES AND RESPONSIBILITIES**

Perform other duties and assume responsibilities as apparent or assigned.

PHYSICAL REQUIREMENTS

The physical demands described here are representative of those that must be met by an Economic Development / Marketing Director to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

* Requires employee to mainly work insideand have contact with the public, co-workers and vendors.
* Activities that occur continuously (more than 75% of the time) are: hearing; use of near vision; use of depth perception, accommodation, color vision, and field of vision/peripheral vision.
* Activities that occur frequently (from 25% - 75% of the time) are: bending/stooping; squatting; crouching; crawling; kneeling; twisting; handling; use of left and right feet independently and/or together; talking; and use of smell.
* Activities that occur occasionally (up to 25% of the time) are: pushing; pulling; reaching at, above and/or below shoulder level with both arms together and/or independent of one another; lifting and/or carrying up 30 pounds, use of fingers and hands for repetitive, non-repetitive, or consistent actions; fine manipulating with fingers; and using sense of touch.

The physical demands described here are representative of those that 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.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

CONDITIONS OF EMPLOYMENT

Satisfactory completion of a background examination and other pre-employment requirements as identified in the City’s Employee Handbook.All employeesmust comply with appropriate local, state, and federal safety rules, regulations, and statutes. All employees must comply with organizational and departmental policies.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

This job description does not constitute an employment agreement between the City and the employee and is subject to change by the City as the needs of the City and requirements of the job change.

ACKNOWLEDGEMENT

I, (print name)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, have reviewed this job description and I understand the job duties and responsibilities. I am able to perform the essential functions as outlined. I understand that my job may change on a temporary or regular basis according to the needs of the City without it being specifically included in the job description.

I further understand that future performance evaluations are based on my ability to perform the duties and responsibilities outlined in this job description.

I have discussed any questions I may have had about this job description prior to signing this form.

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*Signature Date*