

DIRECTOR OF ECONOMIC DEVELOPMENT

DISTINGUISHING FEATURES OF THE CLASS: This is professional and administrative work of a complex nature involving responsibility for identifying, developing, implementing, and monitoring programs and initiatives to attract businesses to Rockland County to expand and facilitate the viability of existing businesses, and to develop diverse and valuable human, physical, and economic resources in order to stimulate economic growth and opportunity. The incumbent is also responsible for developing and overseeing a tourism program in Rockland County and will oversee the Executive Director of the Rockland County Workforce Development Board. The work is performed under the general supervision of the County Executive or his/her designee. Does related work as required.

TYPICAL WORK ACTIVITIES:

Identifies, develops and implements new programs and evaluates the effectiveness of existing programs to attract businesses to Rockland County, facilitate the viability of existing businesses, and encourage entrepreneurial growth;

Promotes economic growth by developing and disseminating informational materials, meeting with businesses and community leaders to exchange information, address economic development issues, and identify solutions for business-related problems;

Acts as the County Executive's liaison to local businesses, government officials at the State, national and international levels and community organizations to encourage businesses and industries to locate in Rockland County;

Meets with the public, municipal planning and zoning boards, developers and contractors, etc., to discuss economic development issues including training and retaining employees, corporate expansions and strategies and ensure understanding of the County's economic development plan;

Prepares a variety of reports, as assigned by the County Executive or his/her designee;

Develops and implements a program to encourage tourism, including filming, in Rockland County;

Establishes and maintains tourism related communications with key federal, New York State, local and regional government representatives, and local key regional travel industry organizations;

Oversees the work of the Executive Director of the Rockland County Workforce Development Board in order to foster skilled workforce opportunities for individuals and businesses, create and preserve jobs, promote economic recovery, and to generate a viable labor market in Rockland County;

May attend meetings and conferences, as assigned by the County Executive or his/her designee.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Thorough knowledge of the principles and practices of economic development; thorough knowledge of the principles and practices of tourism; thorough knowledge of the Rockland County business community; thorough knowledge of federal, New York State, and local policies, programs, and regulations related to economic development; thorough knowledge of Rockland County economic conditions; thorough knowledge of the County's economic goals and related commerce plans; ability to communicate effectively both orally and in writing; ability to prepare written material; ability to understand and interpret written material; ability to establish and maintain cooperative relations with others.

MINIMUM QUALIFICATIONS: Qualifications determined by the appointing authority.