

ECONOMIC DEVELOPMENT SPECIALIST (TOWNS)

DISTINGUISHING FEATURES OF THE CLASS: This is professional work of a complex nature which involves responsibility for the implementation of a program designed to attract new business to locate within a town as well as to promote expansion of existing business. This is accomplished by assisting new and expanding businesses with applications and procedures and by collaborating with public and private resources to address businesses' needs. Additionally, the incumbent will advise and participate in marketing campaigns or activities that promote the town's attributes or business support programs. The work is performed under the general supervision of the Town Supervisor and Director of Finance. Does related work as required.

TYPICAL WORK ACTIVITIES:

Develops list of prospects interested in relocation by using referrals, published sources, attendance at trade shows, etc.;

Conducts surveys by phone, mailings or direct contacts, of firms potentially interested in moving or expanding, and provides pertinent information as to advantages of location in the town;

Disseminates information as to desirable locations, availability of land, tax structure, labor, utilities, transportation, financing including tax exemptions (if appropriate), and any other community resource information needed to make such a move or expansion;

Contacts and confers with local government officials to seek their assistance in promoting their jurisdiction for business location;

Confers with Town Supervisor and his staff to keep them abreast of new developments and issues;

Contacts, confers and maintains cooperative relationship with business and civic organizations, utilities, banks, real estate brokers, site selector firms to monitor and keep up on the status of economic development in the town;

Confers with and recommends to appropriate Town and County officials tax inducements for potential applicants;

Implements and monitors the Town's efforts to comply with the Economic Development Strategy as incorporated in the current Comprehensive Plan;

Speaks and makes presentations before various civic groups as to functions of the Office as well as the RCEDC;

Establishes liaison with the media on Economic Development functions and related actions.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Thorough knowledge of the principles, practices and techniques involved in commercial site selection practices, assessment and financing; good knowledge of business and economic conditions of the town and the County; ability to establish and enhance rapport with business, industrial and local government representatives; ability to establish rapport with the media; ability to express written and oral ideas clearly and concisely.

MINIMUM QUALIFICATIONS:

1. A Bachelor's degree and one (1) year of professional or technical experience (i.e. non-clerical) in economic development, business management, public relations, marketing, or hospitality and tourism; or

(over)

2. An Associate's degree and three (3) years of professional or technical experience (i.e. nonclerical) in economic development, business management, public relations, marketing, or hospitality and tourism.

NOTE: Additional years of experience may be substituted for college on a year-for-year basis (e.g., high school or an equivalency diploma and five (5) years of the experience described in #1 and #2 shall be deemed qualifying).