

ECONOMIC DEVELOPMENT SPECIALIST

DISTINGUISHING FEATURES OF THE CLASS: This is primarily professional and technical work involving responsibility for diverse functions in the Office of Economic Development and Tourism to retain, expand and attract business, promote tourism and support workforce efforts in Rockland County. The work is performed under the general direction of a higher-level administrator and work guidance (e.g., lead work) may be provided to others. Does related work as required.

TYPICAL WORK ACTIVITIES:

Assists in ensuring industry alignment by corresponding with workforce and employment agencies;
Assists with economic development and tourism efforts by scheduling and attending meetings with businesses, non-profit organizations, etc. to provide information, gather data about business interests and community needs, etc.;

Prepares and distributes informational materials regarding tourism opportunities in Rockland County;
Responds to inquiries about Rockland County economic development and tourism as a business and tourism destination by supplying information about the local business climate, events, and attractions, etc.;

Develops and maintains the website by coordinating website management with vendors, updating content, conducting research to enhance business and tourism information, monitoring activities, events, etc.;

Organizes and oversees the day-to-day operations of the office by developing and maintaining files and records, ordering supplies, preparing documents, coordinating projects, etc.;

Coordinates and processes movie/film location and related requests and acts as the primary liaison to the community, businesses, film scouts and production companies, as needed;

Prepares routine correspondence and reports;

Attends a variety of meetings and conferences related to economic development and tourism, as assigned.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Good knowledge of the structure of Rockland County government and its programs and services; good knowledge of the principles and practices of economic development and tourism; good knowledge of the County of Rockland's economic and local development practices, procedures, and goals; good knowledge of local businesses and community groups, including their economic development concerns and needs; good knowledge of system software (e.g., Word, Excel, PowerPoint); ability to organize the activities of an office; ability to prepare written material and reports; ability to understand and interpret written material; ability to establish and maintain cooperative relations with others.

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.
2. An Associate's degree and three (3) years of professional or technical experience (i.e. non-clerical) 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).

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Competitive