



CLASSIFICATION DESCRIPTION

TITLE: ECONOMIC DEVELOPMENT MANAGER JOB CODE: 20 (Exempt)

GENERAL DESCRIPTION OF DUTIES

Highly professional and technical work coordinating the City's efforts toward improving the local economy. Perform complex, professional-level assignments in economic development, including business recruitment, job development, and business retention strategies. Conduct research and analyze matters of economic health, real estate trends, and commercial and industrial development. Assist in developing City policies that affect the local economy and implementing and monitoring programs that encourage economic growth in the City of Palm Coast.

DISTINGUISHING CHARACTERISTICS

This Senior Management position is responsible for professional duties related to the economic development of the City's private and public sector economy. Specialized knowledge of financial analysis and business development techniques is required. The incumbent is the primary contact for businesses and the city representative to the business community. The work involves responsibility for applying professional knowledge and skills to affect research, analysis, planning, and implementation of economic development programs. The incumbent requires a high degree of professionalism, problem-solving skills, and the frequent use of independent judgment. The incumbent will develop partnerships with outside agencies and business/property owners and work effectively with the community. The ability to work in a team and across city departments is mandatory. Assigned duties and responsibilities will require work outside of regular office hours, including weekends and holidays.

SPECIFIC DUTIES AND RESPONSIBILITIES

The list of essential functions, as outlined herein, is intended to be representative of the tasks performed within this classification. It is not necessarily descriptive of any one position in the class. The omission of an essential function does not preclude management from assigning duties not listed herein if such functions are a logical assignment to the position.

- Oversee the City's economic development planning and implementation efforts and coordinate the City's economic development and revitalization efforts with the private sector and other governmental agencies.
- Provide a high level of customer service using a proactive approach towards solving problems and expediting development, and assisting developers, businesses, and property owners to successful outcomes with the City and other agencies.
- Act as business recruitment and commercial development facilitator for the city and focus on retaining and expanding existing businesses.
- Evaluate local resources, needs, goals, and opportunities and aggressively promotes businesses in the City of Palm Coast.

- Update existing City economic development data, and develop efficient methods of maintaining current, needed data on real estate trends, employment/training efforts, and related issues.
- Maintain the department's website and marketing materials.
- Coordinate with the Flagler County Economic Development department, the Palm Coast-Flagler Regional Chamber of Commerce, and various private and public agencies to assist in the City's continued economic development.
- Ensure the collection and provision of valuable data to businesses and individuals in making investment decisions and advises the City Manager regarding capital improvements and funding mechanisms for projects that catalyze economic development and redevelopment programs.
- Attend public meetings to provide information regarding the activities associated with economic development. Develop goodwill and positive public relations with citizens and stakeholders.
- Prepare financial reports, analyses, and budgets.
- Prepare and present action requests to the City Council.
- Represent the City in meetings with Federal, State, and County agencies.
- Administer the City's economic development grant programs
- Other duties as assigned.

MINIMUM TRAINING AND EXPERIENCE

Bachelor's Degree in Business Administration, Public Administration, or related field; three (3) years progressively responsible professional experience in project management within a similar public organization; or an equivalent combination of education, training, and experience.

LICENSES, CERTIFICATIONS, OR REGISTRATIONS

Must possess and maintain a valid Florida Driver's License. IEDC certification is preferred but not required.

LANGUAGE SKILLS

- Ability to develop and maintain good personal relationships with other employees and the public.
- Ability to maintain effective working relationships with others, including County, State, federal agencies, civic groups, and the public.
- Ability to clearly and effectively communicate both verbally and in writing.

KNOWLEDGE, SKILLS, AND ABILITIES

- Knowledge of regulations and procedures concerning economic development and statistics and mathematics applicable to economic analysis.
- Knowledge of business attraction and retention programs.
- Knowledge of small business loan packaging and counseling.
- Knowledge of marketing and promotional practices and strategies, mainly municipal and community promotions.
- Knowledge of methods and sources used in analyzing local economic trends and industry trends.
- Knowledge of Federal, State, and other resources for economic development and business assistance.
- Knowledge of local land use development practices, zoning, and policies, including thorough knowledge of state and federal economic development programs.
- Ability to use financial analysis techniques such as liquidity tests, debt coverage, cash-flow analysis, and capitalization analysis.

- Ability to plan, organize, and implement a comprehensive economic development program, including proactive outreach and communication program that projects the community's image.
- Ability to organize work, set priorities, and exercise sound and independent judgment consistent with City policy and established guidelines.
- Ability to work effectively with a wide range of people, including but not limited to business leaders, developers, financial institutions, citizen groups, outside agencies, interdepartmental staff, and brokers.
- Ability to creatively solve problems and establish and maintain a positive customer service attitude.
- Ability to communicate clearly and concisely, orally and in writing.
- Ability to supervise the work of professional and administrative staff and consultants.
- Skilled in public and interpersonal relations in a group setting or a one-to-one situation.

PHYSICAL REQUIREMENTS

While performing the essential functions of this job, the employee is regularly required to stand, walk, use hands to finger, handle, or feel, reach with hands and arms, climb or balance, stoop, kneel, crouch, or crawl, and lift and move up to 25 pounds.

While performing the essential functions of this position, the employee is rarely exposed to disagreeable environmental factors.

The City of Palm Coast, Florida is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, The City of Palm Coast, Florida will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.