



Economic Development Specialist I/II

SUMMARY

Under direct or general supervision, learns and/or performs a wide variety of professional support work in creating, developing, implementing, monitoring, and evaluating programs, projects, and events directed towards business attraction and retention, redevelopment, and revitalization; acts as liaison for the Town with a variety of private, public, and community organizations, and agencies; conducts studies, develops recommendations for action, policies, and procedures; provides professional assistance to Town management staff in areas of expertise; performs related work as required.

SUPERVISION RECEIVED AND EXERCISED

Receives direct or general supervision from the Assistant Director of Economic Development and Housing. No direct supervision of staff is exercised.

ESSENTIAL FUNCTIONS -- *Essential functions, as defined under the Americans with Disabilities Act, may include any of the following representative duties, knowledge, and skills. This list is ILLUSTRATIVE ONLY and is not a comprehensive listing of all functions and duties performed by incumbents of this class. Employees are required to be in attendance and prepared to begin work at their assigned work location on the specified days and hours. Factors such as regular attendance at the job are not routinely listed in job descriptions but are an essential function. Management reserves the right to add, modify, change or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job. Essential duties and responsibilities **may** include, but are not limited to, the following:*

- Coordinates, implements, and maintains Town economic development activities provided to the local community, including recommending, developing, updating, and evaluating such programs, projects, and events.
- Actively recruits businesses via a variety of methods, including preparation and distribution of marketing materials, development and submittal of proposals to business attraction prospects, informational sessions and training, and participation in trade shows.
- Assists and informs members of the business community and the general public about Town economic development programs, policies, procedures, and standards, including establishing and maintaining effective working relationships.
- Identifies and seeks community development-related funding through grants from Federal, State, local, and private sources.
- Coordinates the implementation and monitors grant funding for Town programs in the area of economic development, including reporting grant funding activities according to applicable grant regulations.
- Conducts on-site evaluations, including gathering data for State and Federal grant applications and verifying project status relative to expenditures.
- Monitors changes in laws, regulations, and technology that may affect economic development operations; implements policy and procedural changes as required.
- Performs project research, analysis, and report preparation related to the activities of the Economic Development and Housing Division; conducts research for statistical and

demographic data for business attraction purposes; creates maps identifying demographics, site locations, and infrastructure proximities.

- Provides demographic, community, and statistical data to site locators, brokers, and developers for their business development and strategy programs.
- Creates proposals identifying key features of land or sites for customer review and site location overview.
- May prepare written staff reports and agenda items regarding various economic development projects for the Town Council, various committees, and advisory boards.
- Creates marketing and information materials to promote economic development programs (i.e., brochures, handouts, and news releases).
- Establishes and maintains records and files for Town economic development and redevelopment programs, including all documentation regarding loans, contracting agreements, and fund disbursements.
- Acts as the Town's representative and liaison on relevant topics, including but not limited to, responding to questions and comments from the public in a courteous and timely manner; collaborating with involved parties to reach resolutions on identified issues related to attraction and retention; speaking in public and making public presentations.
- Receives, investigates, and responds to complaints, inquiries, and requests for services.
- Performs other duties as assigned.

DISTINGUISHING CHARACTERISTICS

Economic Development Specialist I: This is the entry-level class in this professional administrative support series. Initially under direct supervision, incumbents learn to and implement policies and procedures for specific economic development activities. Incumbents facilitate and support the work of departmental management staff by conducting day-to-day administrative support activities and by providing a professional-level resource for organizational, managerial, and operational analyses, and studies. As knowledge and experience are gained, the work becomes broader in scope and assignments are more varied and are performed under more general direction. This class is alternately staffed with the Economic Development Specialist II and incumbents may advance to the higher-level class after gaining the knowledge, skills, and experience that meet the qualifications for and demonstrating the ability to perform the work of the higher-level class.

Economic Development Specialist II: This is the journey-level class in this professional administrative support series. Responsibilities include developing and implementing policies and procedures for economic development programs including research and development, reporting, management analysis, and program evaluation. Incumbents provide a professional-level resource for organizational, managerial, and operational analyses, and studies. This class is distinguished from the Assistant Director of Economic Development and Housing in that the latter has overall responsibility for all economic development and housing functions and for developing, implementing, and interpreting public policy.

MINIMUM QUALIFICATIONS

Education, Training, and Experience Guidelines

An equivalent combination of training and experience that would provide the required knowledge, skills and abilities may be considered. A typical way to obtain the required qualifications would be:

Economic Development Specialist I/II: Equivalent to graduation from a four-year college or university with major coursework in business or public administration, economics, or a related field.

Economic Development Specialist I: One (1) year of programmatic and related administrative support experience in a municipal setting. Additional experience as outlined above may be substituted for the required education on a year-for-year basis up to a maximum of two years.

Economic Development Specialist II: In addition to the above, two (2) years of professional-level programmatic, special projects, and related administrative support experience in equivalent to that of an Economic Development Specialist I at the Town of Apple Valley.

LICENSE AND CERTIFICATION REQUIREMENTS

- Valid California class C driver's license with satisfactory driving record and automobile insurance.

Knowledge of:

- Basic principles, practices, and funding sources for economic development, redevelopment, and related programs and projects.
- Principles, practices, and procedures of public administration in a municipal setting.
- Functions and services of a municipal government.
- Principles and practices of project management.
- Principles and techniques of conducting analytical studies, evaluating alternatives, and making sound recommendations.
- Public relations techniques.
- Applicable Federal, State, local laws, codes, and regulations.
- Principles and practices of public agency budget development and administration and sound financial management policies and procedures.
- Record keeping principles and procedures.
- Modern office practices, methods, and computer equipment.
- Computer applications related to the work.
- English usage, grammar, spelling, vocabulary, and punctuation.
- Techniques for dealing effectively with the public, vendors, contractors, and Town staff, in person and over the telephone.
- Techniques for effectively representing the Town in contacts with governmental agencies, community groups, various business, professional, educational, regulatory, and legislative organizations.
- Techniques for providing a high level of customer service to public and Town staff, in person and over the telephone.

Ability to:

- Assist in the development of goals, objectives, policies, procedures, and work standards for the department.
- Coordinate and oversee departmental and programmatic administrative, budgeting, and fiscal reporting activities.
- Perform responsible and difficult administrative work involving the use of independent judgment and personal initiative.
- Interpret, apply, and explain complex Federal, State, local laws, codes, regulations, departmental policies, and procedures.
- Conduct research on a wide variety of administrative topics including grant funding, statistics, and operational alternatives.

- Understand the organization and operation of the assigned department and of outside agencies as necessary to assume assigned responsibilities.
- Prepare clear and effective reports, correspondence, policies, procedures, and other written material.
- Make accurate arithmetic, financial, and statistical computations.
- Effectively conduct meetings and make presentations to various groups.
- Analyze situations and identify pertinent problems/issues; collect relevant information; evaluate realistic options; and recommend/implement appropriate course of action.
- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.
- Operate modern office equipment, including computer equipment and specialized software applications programs.
- Use English effectively to communicate in person, over the telephone, and in writing.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural and legal guidelines.
- Establish and maintain effective working relationships with those contacted in the course of the work.

PHYSICAL DEMANDS AND WORKING ENVIRONMENT

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle, to visit various Town and meeting sites and to inspect various sites; vision to read printed materials, a computer screen, and to perform inspections; and hearing and speech to communicate in person, before groups, and over the telephone. This is primarily a sedentary office classification although standing in work areas and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard, typewriter keyboard or calculator, and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects necessary to perform job functions.

Employees work primarily in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Inspections are infrequently performed that may require exposure to inclement weather conditions. Employees may interact with upset public and private representatives and contractors as a result of interpreting and enforcing departmental policies and procedures.

**FLSA designations cannot be assigned to a class. An employer must show that each employee meets every requirement of the claimed exemption. The FLSA designation listed above is for general administrative guidelines.*