



ECONOMIC DEVELOPMENT SPECIALIST I/II/III			
DEPARTMENT:	DEVELOPMENT SERVICES	CLASSIFICATION:	NON- EXEMPT/ TECHNICAL SUPPORT SERVICES
CREATED/ UPDATED:	MARCH 2020	PAY GRADE:	32

JOB SUMMARY

Under general supervision of the Deputy Director of Economic Development or designee, facilitates economic development initiatives in the City of Manteca; responsible for program planning, reporting and program evaluation, participating in the identification of sources of grant funds, and administration of successful grant requests; maintains contact with business and industrial representatives to explain detailed information pertaining to economic development programs and location availability.

SUPERVISION EXERCISED/RECEIVED

Receives general direction from the City Manager or designee. Provides senior level administrative services with only occasional instruction or assistance. May exercise general direction over clerical staff as assigned.

ESSENTIAL DUTIES

Respond to existing and new business inquiries including requirements and site selection, and direct to the appropriate resources. Assist and connect businesses with City departments, outside partnering agencies and other appropriate resources.

Develops, implements and manages promotional and communication programs on economic development opportunities, packages and incentives.

Manages grant and service contracts for office programs.

Works with local real estate community to maintain a current inventory of available sites and buildings.

Performs direct marketing/outreach efforts to businesses.

Participate in the coordination and implementation of various City business programs, business events, surveys, and workshops. Assist with developing marketing materials with vendors, write City Newsletter articles and update social media content.

Prepares, or assists in preparation of reports.

Create/develop promotional marketing materials for economic development projects.

Compile and maintain statistical data on the City's commercial businesses and generate reports as requested.

Manages development projects and the team responses to project implementation.

Collaborates with planning professionals to resolve land use/site development issues.

Maintain business databases, respond to inquiries regarding economic data, prepare monthly budget reports and provide other various clerical support duties.

Performs other duties as assigned.

MINIMUM QUALIFICATIONS

Any combination of experience and training that would likely provide the required knowledge and abilities may be qualifying. A typical way to obtain the knowledge and abilities would be:

Education:

Graduation from an accredited college or university with a Bachelor's degree in Urban Planning, Economics, Business Administration, Marketing, Public Relations, Public Administration, or a closely related field.

Experience:

A minimum of three years experience in economic or community development that includes one year of experience in the public sector and/or in marketing.

Knowledge, Skills & Abilities:

Knowledge of:

- Business assistance, attraction, retention, and expansion program; marketing techniques.
- Principles, practices of planning, land use, economics, zoning, small business operations, grant administration and local government operations.
- Current trends in local economic development.
- Financing tools and packages to implement revitalization programs.

Ability to:

- Communicate effectively, written and verbal.
- Skill in grant research, application preparation and grant administration.
- Communicate effectively both orally and in writing.
- Deal effectively with the public, economic development organizations and the business community.
- Utilize, advise on, and/or recommend all available federal, state and local government economic development programs or other business incentive programs to help recruit, retain or initiate business development and/or stability.
- Prepare reports and make oral presentations.

PHYSICAL AND MENTAL DEMANDS

The physical and mental demands described here are representative of those that must be met by employees to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical Demands:

While performing the duties of this class, the employee is constantly required to sit and frequently stand, walk, talk and hear, both in person and by telephone; use hands or fingers to handle, touch, or operate standard office equipment; and reach with hands and arms. The employee occasionally reaches for an item above or below desk level, and lifts or carries records and documents, typically weighing less than 20 pounds. Specific vision abilities required by this job include close vision and ability to adjust focus.

Mental Demands:

While performing the duties of this class, the employee is regularly required to use oral and written communication skills; exercise sound judgment in the absence of specific guidelines; establish priorities and work on multiple assignments and projects concurrently, and meet intense and changing guidelines given continual interruptions.