



## JOB DESCRIPTION

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<b>Job Title:</b>	Economic Development Manager
<b>Department:</b>	Community & Economic Development
<b>Reports To:</b>	City Manager
<b>FLSA Status:</b>	Exempt
<b>Salary Grade:</b>	Supervisor Level
<b>Prepared By:</b>	HR and City Manager
<b>Approved By:</b>	Human Resources
<b>Revised Date:</b>	7/20

### SUMMARY

Reports to the City Manager, manages and administers economic development policies and programs throughout the City. Coordinates and manages the implementation of community-wide economic and redevelopment programs of the Economic Development Commission (EDC) and assists in implementation of the adopted community goals and policies of the City of Craig Economic Development Committee and Craig Urban Renewal Authority.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following. Other duties may be assigned.

Assists the City Manager and EDC in support of the programs and operations of the City Economic Development Commission (EDC), the Craig Urban Renewal Authority (CURA).

Devises, implements, and assists in direct business retention and attraction efforts and coordinates with other City economic development, sustainability, public art, nonprofits and Craig Chamber of Commerce. Examples of such efforts include:

- Implements EDC work plan to grow and retain businesses, workforce development and entrepreneurship/innovation initiatives including partnerships, communication strategies, and events for both.
- Coordinates with regional and state economic development partners to educate and connect Craig businesses to financial incentives, access to capital, and other programs.
- Develops partnerships with MCTA, Chamber and Visitor's Center, Yampa Valley Community Foundation, Downtown Business Association (DBA) and other community & regional organizations to cross-promote respective missions and events.
- Reorganizes and updates contracts, funding applications, and partnership strategies to maximize EDC, and CURA goals and initiatives.
- Manages multiple contractors to support EDC and URA programs.
- Represents the City in regional economic development efforts and entities, Yampa Valley Community Foundation (YVCF), Moffat County and Yampa Valley Housing Authorities and Routt County and Steamboat Springs Economic Development Partnership (RCSSEDP).

- Provides direct services to businesses in their expansion and relocation efforts, including site selection recommendations, permitting questions, and networking.
- Negotiates incentive agreements under the City's limited incentive program.

Assists the City Manager/EDC with management and administration of the EDC and CURA. Supports the Downtown Development and Craig Urban Renewal Authorities regarding preparation and conduct of DBA/CURA meetings, record keeping, and day-to-day fiscal controls.

Assists the City Manager/EDC in preparing annual budget materials for the EDC/CURA, including revenue estimates and expenditures.

Manages and coordinates EDC/CURA programs and projects as determined by the Authority's annual budget of ~\$200,000. Examples of such programs include grants, banners, downtown directories and directional signs, and providing funds for City implemented infrastructure projects. Such programs may also include business assistance programs. Assists the CURA Board with CURA redevelopment projects and public infrastructure investments.

Serves as a strong advocate for Craig interests with other City departments and in all City planning, goal setting and budgeting efforts. Also serves as a strong advocate for Craig with regional and state economic development partners.

Maintains regular and consistent contacts with the general Craig business community, EDC community partners, CURA, DBA, MCTA, Chamber of Commerce, downtown merchants, nonprofits, and other related agencies and groups.

Works closely with the MCTA Executive Director and the Chamber of Commerce to coordinate with the community marketing program. Serves as a member on the Visit Craig stakeholder committee.

Works closely with the Downtown Business Association merchants to enhance co-operative efforts among all stakeholder groups.

Helps promote and support downtown area events sponsored and implemented by others including the Chamber of Commerce, and others.

Assists the City Manager/EDC in evaluation and presentation of potential redevelopment agreements to the DBA/CURA for consideration.

Researches policy issues; collects and assembles data on Craig businesses and business trends; prepares meeting materials, contracts, annual reports; and creates and updates economic development, EDC & CURA webpages.

Other duties may be assigned.

## **QUALIFICATIONS**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

## **EDUCATION AND/OR EXPERIENCE**

Bachelor's degree in Business, Urban Planning, Economic Development, Marketing, or related field. Minimum 3 years marketing, public relations, or economic development experience promoting businesses. In depth knowledge of business and marketing principles and strategies. Strong marketing and public relation skills. Strong knowledge of the City of Craig business and cultural community preferred. Must have excellent customer service and

interpersonal skills. Ability to work independently with little direct supervision. Must possess excellent organization and administrative skills. Limited supervisory experience required but preferred.

### **LANGUAGE SKILLS**

Must have excellent verbal communication skills and ability to deal with diverse population groups. Ability to present information in a pleasant, helpful and enthusiastic manner. Must possess excellent written and verbal communication skills with the ability to effectively communicate and interact with all levels of personnel within the City, external clients, business prospects, partner organizations, and the general public in a positive and cooperative manner. Must be able to read, comprehend and interpret City of Craig policies and procedures, market data and relevant programs. Ability to respond to customer concerns promptly and effectively. Ability to communicate the department's philosophy, programs and services to customers, including businesses and property owners; developers; merchant associations and chambers of commerce; consultants; city staff members; employees and offices of other government agencies; and members of other community groups or organizations through face-to-face contact, by telephone, through use of the computer, and through written and oral presentations.

### **MATHEMATICAL SKILLS**

Ability to add, subtract, multiply and divide in all units of measure, using whole numbers, common fractions and decimals for preparation of accounts payable, timesheets and basic budget preparation. Ability to compute rate, ratio and percent and to draw and interpret bar graphs for the ability to interpret marketing data and trends. Ability to understand and manage assigned annual budget.

### **REASONING ABILITY**

Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with practical problems involving a variety of concrete variables where limited standardization may exist. Ability to use independent judgment in most situations. Ability to work well with limited or no supervision.

### **CERTIFICATES, LICENSES, REGISTRATIONS**

Must possess a valid driver's license and a good driving record.

### **OTHER SKILLS AND ABILITIES**

Ability to apply proficient project management skills to successfully deliver multiple projects. Ability to successfully leverage staff and financial resources for effective time and cost savings. Ability to develop new work methods and procedures with initiative and judgment and to use resourcefulness and tact in meeting new problems. Ability to multi-task and interact in a dynamic environment using independent judgment and personal initiative. Ability to exercise independent judgment in absence of supervision. Flexibility and the ability to work independently.

### **MATERIALS AND EQUIPMENT DIRECTLY USED**

Standard office equipment including computer, copier, fax, phone, and printer. City or personal vehicle for appointments and errands.

### **PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel; and reach with hand and arms. The employee frequently is required to talk or hear. The employee is occasionally required to walk. The employee must occasionally lift and/or move up to 25 pounds.

**WORK ENVIRONMENT**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.

While performing the duties of this job, the employee is regularly exposed to office settings and occasional outside weather conditions. Indoor/Outdoor work environment with moderate noise levels.

**COMMENTS**