

CITY OF MARTINSBURG



**JOB: ECONOMIC AND COMMUNITY DEVELOPMENT DIRECTOR**

**DATE: 08/30/16**

**PAY GRADE: 27**

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**REPORTS TO: CITY MANAGER**

**1. TASK & DUTIES LIST AND MEASURES OF PERFORMANCE FOR: ECONOMIC AND COMMUNITY DEVELOPMENT DIRECTOR**

✓ **PAY STATUS: EXEMPT PROFESSIONAL**

**2. REQUIREMENTS:**

	<b>Education:</b>	Bachelor's Degree in Business, Economics, Marketing or Public Administration combined with related financial experience with five (5) years of experience that will enable the candidate to effectively and successfully implement, facilitate and promote the Economic and Community Development Strategic Plan of the City of Martinsburg. Any equivalent combination of related education and experience may be considered.
	<b>Licensing, Registration or Certification:</b>	Professional certification with the International Economic Development Council is preferred (Certified Economic Developer). Background check must be satisfactory. Pre-employment screenings must be satisfactory. Must possess and maintain a valid WV drivers' license.
	<b>Experience</b>	Education and experience listed above and/or combination of education and experience equivalent to education requirement listed above.
	<b>Skills, Knowledge and Abilities:</b>	<p>Must have proficient knowledge in the following areas:</p> <ul style="list-style-type: none"> <li>✓ Economic and community development philosophies, principals, practices, terminology and techniques of urban, regional and economic development.</li> <li>✓ Local, regional and territorial economic development potential and opportunities</li> <li>✓ Brownfields redevelopment</li> <li>✓ Grant writing and grants acquisition</li> <li>✓ Business planning and marketing principles and strategies</li> <li>✓ Financial management and analysis</li> <li>✓ Generally accepted accounting principles</li> <li>✓ Preparation of financial statements</li> <li>✓ Economic development and business promotion</li> <li>✓ Marketing principles and</li> <li>✓ Preparation of financial reports</li> </ul>



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- ✓ **Office administration**
- ✓ **Understanding of relevant municipal legislation, policies and procedures and planning programs and processes**
- ✓ **Understanding of the local economic, cultural and political environment**

**Must have demonstrated skills in the following areas:**

- ✓ **Ability to develop and analyze business plans**
- ✓ **Ability to identify and promote economic and community development projects and initiatives**
- ✓ **Grant application and grant management**
- ✓ **Ability to explain complicated matters and negotiate for the purpose of reaching an agreement and understanding and to facilitate effective discussion and sharing of ideas.**
- ✓ **Team building skills**
- ✓ **Accounting and bookkeeping skills**
- ✓ **Analytical and problem solving skills**
- ✓ **Decision making skills**
- ✓ **Effective verbal, presentation and listening communication skills**
- ✓ **Effective written communication skills**
- ✓ **Effective negotiation and mediation skills**
- ✓ **Computer skills to include the ability to operate computerized accounting, spreadsheet, word processing, graphics and website development programs at a highly proficient level**
- ✓ **Stress management skills**
- ✓ **Time management skills**
- ✓ **Sound work ethics**
- ✓ **Cultural awareness and sensitivity**

**Physical:**

**Body Positions:**

**Standing, walking, sitting,**

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		<b>Body Movements:</b>	<p>Use hands to finger, handle, feel or operate objects, tools, or controls.</p> <p>Reach with hands and arms.</p> <p>Must be able to occasionally lift and/or move up to 25 pounds.</p> <p>Will spend long hours sitting and using office equipment</p> <p>Driving.</p>
		<b>Body Senses</b>	Sight, hearing, speech and smell. Must be able to speak and hear.
	<b>Mental:</b>	<b>Language</b>	<p>Ability to read, speak and write English. Ability to effectively communicate and project positive attitude. Must be able to communicate effectively verbally and in writing. Must be able to multitask effectively. Position requires stress management to complete tasks within deadlines and to maintain composure in stressful situations.</p>
		<b>Supervision Exercised</b>	Related departmental personnel.
		<b>Reasonable Accommodations</b>	Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**3. TASKS and DUTIES OF JOB: General Definition: The Economic and Community Development Director is responsible for facilitating, promoting and ensuring economic and community development in order to secure opportunities for economic, community and business development and increase local employment. With direct reporting to the City Manager, this position is responsible for all economic and community development planning and initiatives; identifying and fostering economic and community opportunities; securing funding for economic and community development activities and programs; assisting local organizations, businesses and individuals with establishing economic and community development plans and projects; and promoting the community in order to expand economic and community development opportunities. Failure to provide adequate services will result in lost opportunities to increase the economic development of the community and to increase the local business activity and local employment. Providing increased opportunities for economic and community development and local employment have a significant, positive effect on the overall wellbeing of community residents.**

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<p><b>1</b></p>	<p>Facilitate economic and community development planning in order to identify and establish economic opportunities:</p> <ul style="list-style-type: none"> <li>• Facilitate the economic and community development planning process</li> <li>• Support the City of Martinsburg Development Authority</li> <li>• Develop economic profiles of the region and community</li> <li>• Facilitate the development of an economic and community development plan including vision, goals and objectives</li> <li>• Support and participate in Community Development initiatives such as Brownfields redevelopment, downtown redevelopment and new commercial, industrial and technological development etc.</li> <li>• Participate and oversee various Federal, State and local grant opportunities related to economic and community development</li> <li>• Research and provide recommendations on economic and community development opportunities</li> <li>• Evaluate results of economic development studies and agreements and make recommendations</li> </ul>
<p><b>2</b></p>	<p>Identify opportunities for economic and community development activities and programs:</p> <ul style="list-style-type: none"> <li>• Identify sectoral opportunities for economic development (i.e. industry support, tourism, retail, medical and technology)</li> <li>• Act as a liaison between local organizations, businesses and individuals and representatives of government, business and industry concerning economic development</li> <li>• Develop partnerships within the community to develop and promote economic opportunities.</li> <li>• Assist and educate local organizations, businesses and individuals to take advantage of economic development opportunities and major projects</li> <li>• Assist with the development of job creation projects</li> <li>• Conduct surveys and research on market opportunities</li> <li>• Identify capital development program opportunities</li> </ul>

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		<ul style="list-style-type: none"> <li>Identify community training and development requirements to take advantage of economic development opportunities</li> </ul>
	<b>3</b>	<p>Secure funding for economic development activities and programs:</p> <ul style="list-style-type: none"> <li>Research private and public sector economic and community development funding opportunities</li> <li>Consult with industry and government representatives concerning eligibility requirements for funding</li> <li>Prepare proposals for funding to support economic and community development.</li> </ul>
	<b>4</b>	<p>Promote the community in order to expand economic and community development opportunities:</p> <ul style="list-style-type: none"> <li>Represent the City at regional, territorial and national meetings and conferences on economic and community development.</li> <li>Develop community and regional networks</li> <li>Develop a business registry</li> <li>Attend trade shows</li> <li>Develop a communications strategy</li> <li>Develop sectoral strategies to promote various opportunities (i.e. tourism, industry, arts and crafts etc.)</li> <li>Develop brochures and promotional materials</li> <li>Develop an Economic and Community Development Web site</li> <li>Promote the use of private sector business services</li> <li>Liaise with industry and government representatives to promote local businesses and individuals.</li> </ul>
	<b>5</b>	<p>Prepare business and financial plans and reports, gather and analyze various related data in order to map trends and interpret results.</p>

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	<b>6</b>	Any and all other duties as assigned by the City Manager.
<b>4. MEASURES OF PERFORMANCE:</b>		
	<b>1</b>	Increase in economic and community development through successfully implemented programs that increase business retention and new business resulting in increased local employment and increased tax base.
	<b>2</b>	Has a thorough understanding of job duties. Shows an interest in job and City. Represents the City in a professional and ethical manner.
	<b>3</b>	Communicates effectively with co-workers, supervisors, the public and all contacts. Maintains positive relationships with co-workers and all contacts.
	<b>4</b>	Accepts and adapts to change, Learns new things quickly.
	<b>5</b>	Cares about quality-rarely makes errors, Requires little direct supervision.
	<b>6</b>	Has ability to multi task in changing situations, without undo stress or frustration.
	<b>7</b>	Practices quality customer service and phone manner.
	<b>8</b>	Accurate in duties as assigned.
	<b>9</b>	Prepares required reports accurately and timely.
	<b>10</b>	Strives to develop and maintain skills necessary to progress in the Economic and Community Development Director position. Seeks opportunities to grow and develop in position.

**I have reviewed, and understand the task and duty description. The job description is not exhaustive, but is merely an accurate list of the current job. Supervision reserves the right to revise the job description or require that other tasks be performed when the circumstances of the job change: example, emergencies, changes in personnel, workload or technical development.**

<b>EMPLOYEE SIGNATURE</b>	<b>DATE</b>
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