



Range: SM-7
FLSA Status: Exempt
Date: February 17, 2016

ECONOMIC DEVELOPMENT DIRECTOR

Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are not intended to reflect all duties performed within the job.

DEFINITION

Under the direction of the City Manager, this position is responsible for creating and implementing an economic development program aimed at diversifying Sedona's economy by providing services that support the creation, expansion, and location of quality businesses in Sedona. This includes, but is not limited to, the areas of business retention and expansion, strategic planning, marketing/business attraction, economic development, small business and entrepreneurship development, community/neighborhood development and redevelopment, real estate development and reuse, and workforce development.

SUPERVISION RECEIVED AND EXERCISED

Receives administrative direction from and reports directly to the City Manager.

ESSENTIAL AND MARGINAL FUNCTION STATEMENTS- *Essential and other important responsibilities and duties may include, but not limited to, the following:*

Essential Functions:

1. Develop and implement programs for business creation and expansion.
2. Develop programs for targeted business attraction.
3. Evaluate existing business climate and utilization of existing resources.
4. Identify and promote resources provided by other local, regional and state economic development agencies.
5. Identify and develop internal programs to address service gaps.
6. Create and oversee a local Economic Development Council.
7. Communicate and strategize with business owners to assess needs and provide support.
8. Act as a business advocate to new or expanding businesses and provide assistance with regulatory processes.
9. Develop and implement research strategies/data required to support economic development efforts.
10. Develop tools to incent business development.
11. Represent economic development interests in other areas of city operations.
12. Research and assess the economic impact of various programs, projects, or services.

13. Engage with area realtors in order to establish inventory of available commercial real estate.
14. Research and collect relatable data including community demographic data from state, regional and local groups, local schools, health care and other community services and amenities.
15. Promote programs and resources with website and print materials.
16. Evaluate fiscal impacts, current conditions, and market trends and present reports to the City Manager and City Council.
17. Serve as a liaison between the City, the Chamber of Commerce, regional economic development groups and other business support organizations.
18. Act as a City representative in business activities including participating in advisory boards at local, regional, state, and national levels.
19. Respond to media, citizen, and business inquiries.
20. Explore diverse funding opportunities.
21. Implement the goals and policies of the Economic Development Plan and the Sedona Community Plan.

KNOWLEDGE, SKILLS, AND OTHER CHARACTERISTICS:

- Knowledge of the principles and practices of economic development.
- Knowledge of real estate development and redevelopment, economics, sociology, and public finance as applied to community planning and economic development.
- Skills in performing research and analysis, evaluating statistical data, and presenting facts and conclusions clearly in written, oral, and graphic form.
- Skills in the development and maintenance of advisory boards and group decision making processes.

Ability to:

- Identify appropriate methods to provide effective and efficient economic development, redevelopment, and rehabilitation programs.
- Analyze economic studies, financial statements, marketing studies, plans, specs, and other documents.
- Independently analyze and generate solutions to problems.
- Work in an organized team environment, facilitate group discussion and assist in group problem solving.
- Encourage and facilitate collaborative environments aimed at developing stronger teams.
- Communicate clearly and concisely, both orally and in writing.
- Analyze and compile technical and statistical information.
- Respond to and resolve difficult and sensitive inquiries and complaints with professionalism, courtesy and tact.
- Establish and maintain cooperative work relationships with those contacted in the course of work.
- Maintain mental capacity, which allows the capability of making sound decisions and demonstrating intellectual capabilities.
- Maintain effective audio/visual discrimination and perception to the degree necessary for the successful performance of assigned duties.
- Maintain physical condition appropriate to the performance of assigned duties and responsibilities.

- Work effectively with both elected officials and appointed commissions and boards of the City.

Experience and Training Guidelines

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

Experience:

Four to five years of highly responsible experience in professional economic development, community development, and/or planning.

Training:

- Minimum of a Bachelor's degree from an accredited college or university with a major in economic development or a closely related field (or equivalent experience).
- Possess, or have the ability to obtain upon employment, a valid Arizona driver's license within two months of hire.
- The possession of a Certified Economic Developer (CEcD) Certification or other economic development credentials is desired.

WORKING CONDITIONS

Environmental Conditions:

Office environment; travel from site-to-site; possible exposure to noise, dust and inclement weather conditions; working around and with modern office equipment.

Physical Conditions:

Essential and other important responsibilities and duties may require maintaining physical condition necessary for sitting, standing, or walking for prolonged periods of time; light to moderate lifting; general manual dexterity.