

**DIRECTOR OF ECONOMIC DEVELOPMENT****SUMMARY:**

Under general supervision, this position is responsible for administering proactive strategies, policies and innovative economic development plans and programs related to business attraction, retention and stimulating economic growth for the City of West Palm Beach. Responsible for the development of communication strategies and programs that promote economic development, its accomplishments, services and innovations in order to attract and retain employers.

**ESSENTIAL FUNCTIONS:** *(Essential functions, as defined under the Americans with Disabilities Act, may include the following tasks, knowledge, skills and other characteristics. This list is ILLUSTRATIVE ONLY and is not a comprehensive listing of all functions and tasks performed by incumbents of this class.)*

**DUTIES AND RESPONSIBILITIES:** *(which are **not** in any hierarchical order)*

1. Directs and manages economic development plans, policies, programs, projects and activities of the City.
2. Establishes partnerships with the business community and local agencies to identify and increase economic development; facilitates consensus building among diverse internal and external stakeholders to the organization; initiates and implements strategies to establish the City as a business-friendly environment.
3. Develops the City's Comprehensive Business and Economic Development Plan including collecting and analyzing data on current business conditions, preparing specific economic indicators to establish business attraction and retention strategies and goals, and preparation of marketing plans.
4. Identifies local state and federal grant or loan programs and other incentives available; understand regulatory and legislative requirements for each program and recommend targeted use of available economic incentive tools.
5. Acts as liaison with Private and Public stakeholders to promote Business and Economic Development plan, goals, strategies and projects. Coordinates the assistance and participation of workforce development agencies and educational institutions in an effort to target potential employers.
6. Identifies target businesses and establishes marketing tools to attract and retain potential businesses to the City.
7. Develops and implements marketing and outreach efforts which promote and communicate economic development in the City to citizens and businesses; targets various industries in a clear, consistent and timely manner through professional marketing techniques; develops and maintains marketing materials and packages for economic development.
8. Meets with representatives of local lending institutions and advises them of economic development projects to solicit their support and participation. Provides review of economic development financial proposals and pro formas for reasonableness, accuracy and feasibility.
9. Prepares and administers division budgets; manages resources to accomplish division goals and objectives.
10. Attends meetings as required.
11. Performs all other related duties as assigned.

**KNOWLEDGE, SKILLS AND ABILITIES:**

- Knowledge of economic development principles, business development and finance, commercial revitalization, business assistance programs, business and workforce development, job attraction and retention programs.
- Knowledge of Federal, State, Public/Private funding sources for the promotion and funding of economic development goals, strategies and projects.
- Knowledge of regulatory and legislative laws effecting economic development initiatives; knowledge and use of available economic tools from the local state and federal level to leverage economic development projects, familiarity with conventional and specialized financing techniques.

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- Knowledge and skills of public relations, marketing, Internet research, presentation software, word processing, and on-line services.
- Economic analysis skills including research and database collection, identifying supply and demand for target industries, market absorption and general cause and effects on the business community of market and nationwide economic influences.
- Strong ability to communicate effectively, verbally and in writing, using a variety of formats and methods in a variety of situations, to diverse groups and individuals; ability to facilitate public meetings and make presentations.
- Ability to motivate and promote the City of West Palm Beach as a prime location to do business.
- Ability to work in a variety of settings, including independently and on teams or committees, with department heads and other employees.
- Ability to develop and manage multiple projects, short and long-term plans and evaluate work accomplishments.
- Ability to exercise sound judgment.
- Skills in policy development.
- Proven ability to work effectively with public officials, City employees, business owners, investors, developers, leaders and community groups.

**PHYSICAL REQUIREMENTS AND WORK ENVIRONMENT:** Work is performed mostly in an office setting. Some outdoor work is required in the inspection of various land use developments and construction sites. While performing the duties of this job, the employee is frequently required to talk or hear, sit, use repetitive motions of the hands and/or fingers, handle, feel, or operate objects, tools or controls and reach with hands and arms. The employee is occasionally required to stand, walk, climb, balance, stoop, kneel, crouch, push, pull, finger, grasp, lift and/or move light objects (up to 20 pounds) and perform other similar actions during the course of the work day. The City of West Palm Beach promotes and maintains a drug/alcohol free work environment through the use of mandatory pre-employment testing, random drug testing for certain employees, and other criteria.

**MINIMUM QUALIFICATIONS:** Bachelor's degree from an accredited college or university with a major in Economics, Business Administration, Public Administration or a related field and four (4) years of economic development and/or marketing experience in the public or private sector, or any equivalent combination of training and experience.

A valid State of Florida driver's license is required. A driver's license from another state (equivalent to State of Florida Class E) may be utilized upon application with ability to obtain the State of Florida driver's license within thirty (30) days from date of employment.