

Economic Development Director

Department: Economic Director
Reports to:
Hiring Range: \$30.52 – \$35.54
FLSA Status: Exempt

JOB SUMMARY

The Economic Development Director serves as a member of the City management team by performing highly responsible management work directly related to the Economic Development of the City of Athens. Primary job duties include directing and coordinating the varied functions of the Economic Development Department, working closely with the Economic Development Corporation Board of Directors and the City Council, developing and implementing long range plans and programs concerning infrastructure development, business development and business retention for the City.

QUALIFICATIONS

Education and Experience:

This position requires a Bachelor's degree in marketing, business, urban planning, architecture, public administration, economics, or related discipline and five years of progressive experience in economic development, marketing, urban planning, public administration or related field. Certification as a Texas Economic Developer preferred.

Knowledge, Skills and Abilities:

Essential duties and responsibilities may include, but are not limited to, the following:

- Knowledge of federal, state, and local law concerning municipalities and economic development.
- Knowledge of the mission and goals of local, state, and federal economic development programs and their funding mechanisms.
- Knowledge of the principal and practices of economic development.
- Knowledge of budget preparation procedures.
- Knowledge of advertising and marketing methods and techniques.
- Skill in customer service, communication, and negotiating.
- Skill in researching, analyzing and development markets and strategies.
- Skill with computer applications including, but not limited to, common office productivity software, databases, graphics and multimedia, and research engines.
- Ability to understand business customer expectations
- Ability to guide and motivate others towards a common goal.
- Ability to organize, plan, develop, and write new programs, develop new concepts, analyze outcomes, and prepare reports.
- Ability to promote awareness of business in the community.
- Ability to facilitate development of goal-oriented teams and develop and deliver training programs.
- Ability to oversee projects and programs offered and/or funded for improving vitality of economic environments.

- Ability to develop and monitor budgets and maximize financial resources to sustain a self-supporting program.
- Ability to work cooperatively and productively with others.

ESSENTIAL JOB FUNCTIONS

Duties include but are not limited to the following:

- Coordinates economic development efforts of the City of Athens, including marketing and promotion, design, and enhancement of retail, service, manufacturing, and transportation-related business opportunities resulting in higher private and public sector revenues.
- Coordinates promotional activities that showcases the city, including sales, special events, and continuous public information.
- Works with private developers to facilitate the construction of public infrastructure improvements projects.
- Collaborates with Henderson County, Athens Independent School District, Athens Municipal Water Authority, Athens Chamber of Commerce and all other organizations committed to enhancing economic development opportunities in the City of Athens.
- Administers the city's economic development programs, including analysis and monitoring, business development, recruitment and retention.
- Develops funding sources and support.
- Provides administrative support for economic development-related grant and loan programs.
- Prepares reports and facilitates communications within and among economic development groups and the City.
- Assists in attracting new businesses and expanding existing businesses to and within the City of Athens. Works with prospective new businesses from initial contact to providing assistance in securing necessary information, permits, contacts, etc.
- Provides technical and professional advice and assistance. Makes presentations to civic groups and advisory boards. Provides information on redevelopment, economic development issues, programs, services, and plans.
- Supervises the development and maintenance of a comprehensive inventory of available buildings and sites in the community for economic development purposes.
- Prepares and maintains information on utilities, taxes, zoning, transportation, community services, financing tools, etc.
- Responds to requests for information for economic development purposes. Prepares data sheets and other information. Responds to local citizens inquiring about local economic development activities and opportunities.
- Designs, coordinates and implements special activities and community events.
- Assists City administration in public information and media outreach on economic development programs and activities.

PHYSICAL REQUIREMENTS

Essential and other important responsibilities and duties require maintaining physical condition necessary for standing and sitting for prolonged periods of time. This position requires extensive travel. Requires a valid Texas driver's license or the ability to obtain licensure prior to appointment.