



37.5 hours 3 year position		Economic Development Coordinator		Job Description	
Direct Report	Assistant Town Manager	Grade	22 (Seasonal Chart)	expected hiring range \$36.19 – \$39.96 per hr.	
Department	Public Services	FLSA	Exempt		
Division	Community Development	Bargaining Unit	Non-Union		
Date	September 2016	Location	Town Hall		

Summary

Professional, technical work advancing the Town of Reading's economic development activities, strategies and goals, recruiting and retaining businesses, increasing the commercial and industrial tax base, and working with multiple stakeholders to maintain economically-vibrant business districts to strategically position the Town to compete regionally for economic development.

Essential Functions

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. Researches and develops brand marketing tools specific to the Town of Reading.
2. Coordinates the implementation of economic development priorities as identified in Town plans, policies and as assigned. Converts ideas into action plans to affect economic development outcomes.
3. Attends and participates in internal and external meetings, some of which may be before or after normal business hours.
4. Coordinates and participates in related special events.
5. Serves as primary contact for business development inquiries.
6. Cultivates and maintains strong, professional working relationships with a range of community stakeholders to support economic development.
7. Reviews current policies and suggests adjustments and changes to relevant Town staff.
8. Collaborates with community partners, stakeholders and Town staff to develop and promote goals and objectives contained within the Town's Economic Development Action Plan.
9. Develops, promotes and utilizes resources such as special events, social media, web based applications and other tools to enhance development and utilization of existing business opportunities and community programs.
10. Updates and publishes relevant information utilizing web based applications and other tools as needed to promote goals and objectives of ongoing projects including available locations for sale or lease.
11. Engages local and state business representatives and pursues grant funding opportunities.
12. Participates in pre-development review meetings to facilitate regulatory and permitting requirements for applicants.
13. Provides a limited range of customer service assistance as needed to applicants throughout the permitting process of development projects.
14. Maintains town-wide database of economic development information including current businesses, business leads and key contacts.
15. Maintains a business development tracking system on leads, inquiries, requests and projects throughout full life cycle of proposals and pre-development activities and prepares reports on outcomes.
16. Researches analyses and trends, and prepares corresponding reports and recommendations related to strategic economic development.
17. Implements business attraction, retention and expansion programs.
18. Serves as the primary contact for businesses location/relocation searches.

Peripheral Duties

1. Attends professional development trainings, workshops, conferences, and meetings to remain current with trends and best practices within the field of municipal economic development.

Supervisory Responsibility

1. This position has no supervisory responsibility over staff.

Competencies

Strong Work Ethic	Communication Proficiency	Collaborative Skills
Personal Effectiveness	Credibility / Confidentiality	Thoroughness
Cultural / Community Awareness	Organizational Skills	Trustworthy
Creativity	Marketing Strategies	Business Development
Action-oriented	Research Skills	Relationship Management
Microsoft Office Proficiency	Presentation Skills	Data Analysis

Work Environment

This position will conduct business both in a professional office environment and throughout a number of various external and outdoor environments. Work conducted in the field with exposure to various weather conditions and hazards associated with construction sites. This role routinely uses standard office equipment such as computers, phones, photocopiers, fax machines and utilizes the typical office storage equipment such as file cabinets, shelving, desks, etc.

The employee has frequent contact with commercial and business property owners, business tenant-owners, applicants for permits, town officials, neighbors of proposed projects, town departments, boards, and committees, as well as some contact with state, regional and federal officials. Communication is by telephone, correspondence and in person and requires excellent public relations skills, persuasiveness and resourcefulness.

Physical Demands

While performing the duties of this job, the employee is occasionally is required to talk, hear, sit, use hands to finger, handle, feel or operate objects, tools, or controls, and reach with hands and arms. The employee is occasionally required to stand, walk, and operate a motor vehicle. The position requires the application of manual dexterity in combination with eye-hand coordination for keyboard input, and the operation of equipment. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception, and the ability to adjust focus for reading and viewing maps, blueprints, and other material for analytical purposes. This role requires minimal physical effort and is generally required to perform duties under typical office conditions; occasional light physical effort is required; when conducting field inspections, ability to maneuver over terrain and adjust to hazardous or difficult construction site situations. Some office work would require the ability to lift files, open filing cabinets and bend or stand as necessary.

Work Hours

This is a full time position with typical 37.5 hours per week with operating hours including 7:30 AM to 5:30 PM Monday, Wednesday and Friday; Tuesday 7:30 AM to 7:00 PM. Hours will vary to include evening meetings and some weekends on occasion as projects require.

Minimum Qualifications

1. Graduation from an accredited four-year college or university with a Bachelor’s Degree in business administration, political relations, urban planning and development or closely related field, and
2. Three (3) years of progressively responsible experience in municipal economic development, planning, real estate development or;
3. Any equivalent combination of education and progressively responsible experience, with additional work experience substituting for the required education on a year for year basis.
4. Valid Driver’s License and registered motor vehicle available for regular use.

Additional Knowledge, Skills and Abilities:

1. Working knowledge of the principle practices and theories of public administration, community economic development;
2. Knowledge of local, regional and area market conditions relative to economic development potential and opportunities;
3. Knowledge of business planning and market analysis, economic and business promotion;
4. Knowledge and understanding of relevant municipal legislation, bylaws, policies and procedures;
5. Knowledge of social media protocols and web applications;
6. Proficient computer skills;
7. Ability to promote and develop marketing materials and strategies;
8. Ability to demonstrate a high level of resourcefulness, creativity, discretion and negotiating skills;
9. Ability to establish and maintain professional working relationships with staff, supervisors and deliver a high level of customer service to business owners, community stakeholders;
10. Ability to review leases, pro forma reports and other legal / financial documents used in the field of real estate development;
11. Ability to maintain confidentiality, communicate effectively, multi-task and prioritize.

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice as needed by the Town of Reading within the scope of departmental needs.

Signatures

This job description has been approved by all levels of management:

Town Manager: _____ HR: _____

Employee signature below constitutes employee’s understanding of the requirements, essential functions and duties of the position.

Employee: _____ Date: _____