Agenda Item – Economic Development Director

At the March 20-21 Strategic Planning Meeting, City Council discussed the need to hire an Economic Development Director for the City of Doraville. Enclosed for the agenda packet is the 2009 Department of Community Affairs Municipal Wage and Salary Survey information for economic development director positions in the State of Georgia. Also enclosed are recent job announcements for similar positions in the cities of Duluth, Norcross, College Park, and Morrow. Not all duties would apply to Doraville. To be determined by City Council are specific job responsibilities, salary range, and budgeting.

2009 MUNICIPAL
WAGE AND SALARY SURVEY
Department of Community Affairs

Economic Development Director Coordinates/carries out planning, business and industry recruitment and retention, redevelopment, and other economic development-related activities for a local government

Summary of Data

Group	*Number Reporting*	*Minimum Entry Level Wage*		*Maximum Wage*	
		Average	*Median*	*Average*	*Median*
A	3	64,455	66,851	96,577	99,466
B	6	55,786	53,025	88,514	85,824
C	7	57,703	58,265	86,724	86,464
D	1	87,381	87,381	87,381	87,381
E	4	45,408	39,170	60,026	46,413
Total	**21**	**57,191**	**56,824**	**83,589**	**86,464**

Population Group Data

Group	*Jurisdiction*	*2008 Population*	*Minimum Entry Level Wage*	*Maximum Wage*
A	Macon	92,775	66,851	99,466
	Marietta	67,562	54,954	82,763
	Savannah	132,410	71,559	107,503
B	Alpharetta	49,903	53,550	91,035
	Duluth	26,125	52,031	80,613
	Kennesaw	31,628	69,000	104,500
	LaGrange	28,401	64,251	100,443
	Newnan	30,474	52,499	77,938
	Valdosta	48,547	43,384	76,558
C	Americus	16,524	58,265	81,571
	Canton	22,724	47,602	71,403
	College Park	19,969	66,412	101,053
	Kingsland	13,659	63,051	95,275
	Norcross	10,737	48,718	76,027
	Riverdale	15,279	56,824	86,464
D	Fitzgerald	9,185	87,381	87,381
E	Cornelia	3,862	35,000	45,000
	Dawson	4,600	38,106	38,106
	Tybee Island	3,860	68,291	109,173
	Washington	4,062	40,235	47,826

SAMPLE

DISCLAIMER

This job description is provided for general informational purposes, may not apply to your city's specific situation and should not be considered a comprehensive description of the job position. It should be used for comparative purposes only. The job description should be tailored to reflect the actual qualifications and job duties relevant for this position in the context of your city. You should consult with a human resources professional and your city attorney before taking any action based on this job description.

CITY OF DULUTH
JOB DESCRIPTION

JOB TITLE: Economic Development Specialist
DEPARTMENT: Planning & Development
SUPERVISOR: Director of Planning & Development

JOB SUMMARY:

Performs a variety of administrative, technical and professional work in the preparation and implementation of economic development plans, programs and services for the City of Duluth. Responsible for coordinating and developing annexation projects and assists with implementation of the down town development plan in order to help expand the City's tax base. Work is performed with a high degree of initiative and independent judgment in the preparation and implementation of economic projects within established objectives. Work is performed under the general supervision of the Director of Planning & Development.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Develops continuous and long range expansion projects for the City; gathers, interprets, and prepares data for studies, reports and recommendations; coordinates activities with other departments and agencies as needed.
- Solicits prospective businesses and homeowners and prepares information for the specific purposes of annexation and down town development; schedules appointments for meetings; provides professional advice; makes presentations to supervisors, boards, commissions, civic groups, homeowners associations, and businesses. Provides information on annexation and downtown economic development issues, programs, services, and plans.
- Develops and maintains a comprehensive inventory of available buildings and sites in the community for economic development purposes; develops and maintains schedule for parcels to be contacted on a weekly basis.
- Prepares and maintains information on utilities, taxes, zoning, transportation, community services, enhancing tools, etc.; responds to requests for information for annexation purposes; prepares data sheets, brochures and other information packages. Responds to local citizens and businesses inquiring about local economic development activities and opportunities.
- May confer with the Public Information Officer in gathering existing City information and brochures to be used in the preparation and development of information packages; provides updates regarding annexation and down town development projects to be used in press releases and the City newsletter
- Serves as a liaison between the City of Duluth and the Gwinnett Chamber of Commerce, Merchants' Associations, and other public, private or nonprofit groups and associations interested in annexation or development in the down town area.
- Coordinates the processing of annexation requests to insure state requirements and guidelines are followed properly.
- Assists with implementation of down town development plan; coordinates with existing businesses in the down town area for facility improvement; and coordinates construction for public improvement projects.
- Monitors local, state and Federal legislation and regulations relating to economic development, and reports findings, trends and recommendations to supervisor.

- Provides staff support to the Planning Commission, as needed and assigned. Prepares annexation and down town development reports and supporting data, including recommendations.
- Prepares graphics, charts, tables, promotional materials, etc. for annexation and down town development activities.
- Researches, prepares, and writes grant applications related to economic development as needed.
- Receives applications for low interest loans.

PERIPHERAL DUTIES

- Serves as a member of various staff committees as assigned.
- Attends professional development workshops and conferences to keep abreast of trends and developments in the field of municipal planning.
- Assists other staff members as needed.

QUALIFICATION REQUIREMENTS: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

MINIMUM QUALIFICATIONS: Education and/or Experience:

- Four-year degree in urban planning, business or public administration, economics, marketing, public relations, or a related field.
- Two years experience in performing related work.
- Any equivalent combination of education and experience is acceptable.

Knowledge. Skills and Abilities:

- Knowledge of business development; economic development; municipal zoning and infrastructure; planning programs and processes.
- Knowledge of basic grammar, language usage and vocabulary.
- Skill in the operation of the listed tools and equipment.
- Ability to communicate effectively orally and in writing.
- Ability to establish effective working relationships with other City employees, business owners, homeowners, civic organizations, commissions, elected officials, and the general public.
- Ability to effectively market attributes of the City of Duluth, both in person and on telephone.
- Ability to process information, applications and forms requiring accuracy, thoroughness and attention to detail.
- Ability to develop and maintain a schedule of projects.
- Ability to prepare accurate, clear, and concise documents.
- Ability to develop attractive and informative brochures and information packages.
- Ability to understand and follow complex oral and written instructions.
- Ability to work independently with general supervision.
- Ability to drive and operate the department's assigned vehicles in a safe and efficient manner.

OTHER REQUIREMENTS:

Possession of valid State of Georgia Driver's License (Class C) and a satisfactory Motor Vehicle Record (MVR).

TOOLS AND EQUIPMENT USED:

Personal computer, including word processing and spreadsheet software; motor vehicle; calculator; phone; copy and fax machine.

SAMPLE

The City of Norcross is seeking to fill the position of Economic Development Manager. This position is responsible for managing the economic development activities of the City under the general supervision of the Community Development Director. Duties include managing property acquisitions and sales for the City, processing annexation procedures and drafting and reviewing ordinances as related to economic development. Work with Capital Improvement Projects; acquisitions of rights-of-way; preparing acquisition documents; promoting city-wide economic development through education, advertising, networking and other means are some of the areas of involvement.

Salary & Benefits
Salary $48,718 yearly plus a generous benefits package.

SAMPLE

Director of Economic Development
Reports To
College Park City Manager
Education/Experience Requirements

- Minimum of a bachelor's degree from an accredited four-year college or equivalent in the area(s) of marketing, business administration, economics or other closely related field(s) of study
- Minimum of six years experience in economic development, community development, marketing, planning or related field
- Individual must have the ability to travel in order to fulfill the duties of the position
- Must be a resident of the City of College Park, Georgia within six months of the first day in the position

SAMPLE

JOB TITLE: *Economic Development Director - City of Morrow*
STATUS/GRADE: *Exempt*
***DEPARTMENT*:** Economic Development
JOB SUMMARY: This position is responsible for the planning, development, execution and documentation of economic development programs, and economic development activities of the City. The Director is the principal staff person responsible for coordinating all programs and activities related to economic development and serves as a liaison in an advisory capacity only, between the City and the Downtown Development Authority, Urban Redevelopment Agency and Housing Authority.
MAJOR/ESSENTIAL DUTIES:

- Process and administer annexation procedures for the City.
- Assist in planning, administering or assisting as needed in the administration of the City's capital improvement projects, including the development of budgets, design, implementation and working with contractors.
- Collect, review, analyze and interpret statistical, census and economic data related to economic development.
- Maintain an inventory of properties available for purchase/lease/redevelopment within the City.
- Assist with the development and implementation of strategic economic development incentive programs such as Tax Allocation Districts, Downtown Revolving Loan Funds, Business Improvement Districts, and etc…
- Maintain an awareness of new development programs, as well as state, local, private and public funding sources and grant opportunities.

- Develop and conduct on-going public awareness and education programs designed to enhance appreciation of the City's economic development programs and assets. Foster an understanding of the City's economic development program's goals and objectives through speaking engagements, media interviews, appearances, keeping economic development programs highly visible in the community.
- Serve as a liaison between the City and the Downtown Development Authority, Urban Redevelopment Agency and the Housing Authority in concert with policies, instructions, and procedures established by the City Manager, or Mayor and Council. Such policies, instructions, and procedures do not have to be written to be enforceable.
- Provides staff support and supervision of employees.
- Maintain continual liaison with the City Manager for purposes of providing information and obtaining advice and consent.
- Support the retail, restaurant, commercial, residential and cultural development within the City. Work cooperatively with the managers, and landlords of the downtown area to bring viable businesses to the downtown; and retain existing businesses.
- Assemble economic development materials and programs for the City consistent with the adopted branding scheme and marketing plan for the City. Contribute to the development of promotional and marketing materials, brochures and programs for the City.
- Assist businesses and developers in the planning and execution of expansions, renovations, grand openings and ribbon cuttings.
- Complete surveys and perform such other tasks relative to Economic Development as requested by the City Manager.
- Coordinate effective hiring, and retention of full-time and part-time employees with the City Manager using appropriate and legal hiring, promoting and evaluation techniques.
- All duties and functions shall be governed by City Ordinances, and all regulations and procedures and laws of the State of Georgia and the Federal Government.
- Other duties as assigned.

KNOWLEDGE REQUIRED BY THE POSITION:

- Must have extensive knowledge of State and Federal rules, laws, and regulations which pertain to City development, expenditure of public funds, including all State and Federal environmental policies, transportation planning and other developmentally related programs.
- Must understand the issues confronting downtown business owners, public agencies and community organizations.
- Must be well-organized and capable of functioning effectively in a comprehensive city environment.
- Excellent verbal and written communication skills are essential.
- Excellent supervisory skills are required.
- Must be able to operate modern office equipment
- Must understand and be able to prepare complex financial statements and reports.
- Must be entrepreneurial, energetic and imaginative.
- Must be able to work well with a variety of people in varying settings.

SUPERVISORY CONTROLS: The person serving in this position reports on a daily basis to the City Manager and, periodically, to the Mayor and City Council.

GUIDELINES: This position uses all Local, State, and Federal Legislations and regulations relating to economic development; and all City, State, and Federal regulations regarding employment, as guidelines for appropriate actions.

COMPLEXITY: This position requires the ability to learn and understand information from routine to very complex, involving need for extensive research, decisions considering many different sources, and detailed report writing, to complete assignments. They must be able to make responsible judgments and to acquire knowledge on topics related to primary job functions.

PERSONAL CONTACTS: Contacts are typically co-workers, employees, local, federal and state officials, attorneys, vendor's, business owners, and the general public.
PURPOSE OF CONTACTS: Requires the ability to deal with people beyond giving and receiving instructions. This position must be able to listen, instruct, direct, and persuade contacts. They must be adaptable to performing in stressful situations when confronted with contingency and/or non-routine situations.
PHYSICAL DEMANDS: This position must be able to work sitting, walking, standing, bending, stooping, pushing, or pulling, for both short and long periods of time. This position must be able to work at a computer, reading and interpreting reports and procedures and be able to talk/listen on the phone or equivalent devices.
WORK ENVIRONMENT: The person serving in this position will typically work in an office environment. However, he/she is expected to work routinely at job sites which will include hazardous (hard-hat) environments, and outdoors including inclement weather situations.

SUPERVISORY RESPONSIBILITIES: This position will have supervisory responsibility over part-time and full-time City employees as approved by the City Manager, after consideration with Mayor and Council.
MINIMUM QUALIFICATIONS:

- Must be able to perform all essential duties.
- Bachelor Degree with a discipline in Business Administration, Public Administration, Planning (Urban or Regional) or similar related field.
- Considerable (5 yrs or more) experience in one or more of the following areas: Economic Development, Business Development, Project Management, Planning, Public Relations or Historic Preservation.
- Valid Georgia Driver's License and satisfactory Motor Vehicle Record (MVR).
- Equivalent education and experience will be considered.

PREFERRED QUALIFICATIONS:

- Bi-lingual