



# City of Seat Pleasant

## Position Description

### POSITION DETAILS

Position Title:	Director Economic Development	Annual Salary Range:	\$75,000.00-\$80,000.00
Department:	Economic Development Department		
Reports to:	City Manager		
Classification:	<input type="checkbox"/> Exempt <input checked="" type="checkbox"/> Non-Exempt <input type="checkbox"/> N/A		
Employment Status:	<input checked="" type="checkbox"/> Full-Time <input type="checkbox"/> Part-Time <input type="checkbox"/> Contractual <input type="checkbox"/> Seasonal		

### GENERAL STATEMENT OF DUTIES

Highly responsible professional position overseeing the economic development activities of the city; developing and implementing strategies and programs to attract, retain, and expand private sector investment in the city; and accomplishing goals and objectives within guidelines established by the City Council and City Manager; does work as required.

### ESSENTIAL FUNCTIONS, RESPONSIBILITIES, AND TASKS

An employee in this classification functions as the principal advisor in all areas of economic development, with an emphasis on planning, developing, and evaluating activities designed to broaden, promote, and diversify the tax base, sustain a balanced and healthy business climate, promote employment opportunities, strengthen existing business, and foster entrepreneurship. The work of directing the economic development interests of the city is essential to the mission of the City of Seat Pleasant and affects all its residents. Work is performed under broadly defined missions and general administrative direction of the City Manager, with wide latitude for independent judgment in interpreting policy directives and guidelines and developing various components of the overall economic development/interests' strategies. The work requires consideration in public policies and programs affecting such areas of workforce development, transportation and land use, community issues and impacts, and development of solutions that accommodate conflicting objectives from a variety of organizations, groups, and individuals. The employee exercise full accountability for all matters associated with completing work assignments including determining the work to be performed and the methods used. Work is reviewed through conferences, reports, and evaluation of results achieved. Planning, directing, organizing, coordinating, and supervising the city's economic development activities; provide for Real Estate Development soft cost such as appraisals, title searches, and surveys; developing and implements strategies and programs to attract new business and encourage expansion/retention of existing businesses to promote a stronger economic base; providing support to a qualified 501 3c organization that has an articulated, ratified, and delineated, agreement with the city to execute the vision for Economic Development; developing and managing budget; implementing policies and procedures; conducting research; preparing an Urban Renewal Plan and a Master Plan; maintaining records and files; advising and providing staff support to various commissions, committees, and elected officials.

### REQUIRED SKILLS, KNOWLEDGE, AND ABILITIES

Thorough knowledge of effective principles, practices, methods, and techniques of municipal economic development programming and administration; thorough knowledge of business concerns, needs, practices, and markets and relocation needs and initiative; knowledge of the techniques and principles of public relations, external community image building, and marketing; thorough knowledge of the city's long-range plans and needs for improvement of the economic base; thorough knowledge of private sector financing and incentive strategies; knowledge of applicable federal, state, and local laws, codes, and regulations governing urban economic development; ability to develop long- and short-range plans and programs; thorough knowledge of and ability to prepare budgets and provide fiscal analysis of proposals; ability to prepare and present oral and written reports and recommendations following necessary research and analysis; ability to establish and maintain effective working relationships with local, regional, state, and federal officials, private sector executives and business representatives, developers, associates, and the general public. Other duties as assigned.

## EXAMPLES OF WORK

- Plans and organizes economic development and business retention, expansion, and attraction projects; develops and implements programs to stimulate commercial and industrial development in the city; serves as principal advocate in efforts to broaden, promote, and diversify the city's tax base.
- Briefs and advises city elected and appointed officials and City staff on matters related to economic development concerns and initiatives, including making authoritative recommendations on economic development projects, programs, and initiatives.
- Designs programs/projects and formulates marketing strategies/methods for economic development intended to attract and retain/expand commercial business and industry in the city.
- Gathers information and prepares studies, reports, and recommendations to achieve economic development program goals, prepares and maintains information regarding utilities, taxes, zoning, transportation, community services, and financing tools and incentives to respond to requests for information.
- Interprets programs and works with citizen groups to develop and implement short-term and long-term economic development objectives and programs.
- Collaborates on developing solutions for problems associated with the growth and construction of commercial buildings and industrial structures in the city which impact the city's roads, utilities, infrastructure, and finances.
- Liaisons with organizations, private businesses, developers, brokers, public agencies, property owners, and the public to promote and facilitate economic development activities.
- Meets and works with citizen committees, special interests' groups, non-profit organizations, and neighborhood groups concerning economic development issues and the status of programs.
- Monitors and reports on legislation and regulations relating to economic development.
- Prepares and administers City's economic development budget.
- Oversees the development and updating of economic development promotional and informational materials and makes presentations regarding economic development issues, programs, services, and plans.
- Performs other duties as apparent or assigned.

## MINIMUM EDUCATION, WORK CONDITIONS, EXPERIENCE SPECIAL REQUIREMENTS

Graduation from an accredited college or university with a bachelor's degree in Economic Development, Business or Public Administration, Marketing, Urban Planning, or a related field. Two (2) to Three (3) years of progressively responsible economic development experience in the public or private sector; at least two (2) years of advanced level state or local government economic development experience preferred, the majority of which shall have been acquired in a managerial capacity; or any equivalent combination, training, and experience.

- Sedentary work requiring the exertion of up to 10 pounds of force occasionally and a negligible amount of force frequently or constantly to move objects.
- Work requires balancing, standing, fingering, and repetitive motions.
- Vocal communication is required for expressing or exchanging ideas by means of the spoken word and conveying detailed or important instructions to others accurately, loudly, or quickly.
- Hearing is required to perceive information at normal spoken word levels and to receive detailed information through oral communications and/or to make fine distinctions in sound.
- Visual activity is required for peripheral vision, preparing, and analyzing written or computer data, visual inspection involving small defects and/or small parts, operation of machines, determining the accuracy and thoroughness of work and observing general surroundings and activities.
- The worker is subject to inside and outside environmental conditions.
- Possession of an appropriate driver's license valid in the State of Maryland.

- An employee in this classification is subject to random drug and alcohol testing pursuant to the City of Seat Pleasant's Drug-Free Workplace Policy, Drug & Alcohol Testing Procedures.

*Approved Date: 06/2016*  
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