



CITY OF CALEXICO

CLASS TITLE: ECONOMIC DEVELOPMENT SPECIALIST

MONTHLY: \$4,021 - \$4,887

RANGE: G-32

BASIC FUNCTION:

Under the direction of the Community and Economic Development Director, provide a variety of promotional and marketing services to facilitate and enhance public awareness of Economic Development operations, activities, programs and services; prepare and disseminate related promotional materials; prepare and maintain various records and reports.

REPRESENTATIVE DUTIES:

ESSENTIAL DUTIES:

Provide a variety of promotional and marketing services to facilitate and enhance public awareness of Economic Development operations, activities, programs and services; assist the City with meeting Economic Development goals and objectives; collaborate with various outside agencies on joint marketing efforts.

Prepare, compose and distribute a variety of promotional and marketing materials such as advertisements and press releases; arrange for the placement and circulation of promotional and marketing materials; research and utilize statistics to enhance effectiveness of marketing efforts; print, assemble and prepare materials for distribution.

Plan and participate in public relations, outreach and promotional activities to stimulate growth and development in the City; disseminate information regarding City programs to attract new business and industry, developers, financing, job training and available suppliers.

Compile information and prepare and maintain a variety of records, reports and files related to marketing and incentive programs, Enterprise Zone, vouchers, payments and assigned activities; establish and maintain automated records and files concerning Enterprise Zone.

Establish and maintain contact with outside agencies, developers, entrepreneurs and the public to promote Economic Development objectives; meet, confer with and refer businesses, developers and members of the community to appropriate City programs, departments and community resources to meet business and economic development needs.

Develop, prepare and deliver oral presentations concerning Economic Development services, programs, goals and objectives to organizations, businesses and members of the community; present materials and information concerning new business and industry, financing, job training and other economic development functions.

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Ewing Consulting Services

Serve as a technical resource to outside agencies and the public concerning new businesses and economic development; respond to inquiries and provide detailed and technical information concerning related programs, services, practices, strategies, resources, standards and procedures; provide storefront and sign program information.

Communicate with City personnel, various outside agencies and the public to exchange information, coordinate programs and services, and resolve issues or concerns; initiate and receive telephone calls; prepare, distribute and respond to a variety of correspondence.

Operate a variety of office equipment including a copier, fax machine, overhead projector, computer and assigned software; drive a vehicle to conduct work.

Provide loan program information and materials to potential applications; review and verify accuracy and completeness of loan program applications and submit for approval.

Attend and participate in various meetings, committees and conferences as assigned; research companies and set up appointment for trade show attendance.

OTHER DUTIES:

Perform related duties as assigned.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Practices, methods and procedures involved in developing, implementing and conducting public relations, strategic communications, marketing and promotional activities.

Public relations and marketing practices, procedures, techniques and terminology.

Techniques, practices and procedures involved in the preparation, development and production of promotional and marketing materials.

State, federal and local agencies involved in community and economic development programs and projects.

Policies, goals and objectives of assigned program and activities.

Methods of collecting and organizing data and information.

Oral and written communication skills.

Interpersonal skills using tact, patience and courtesy.

Correct English usage, grammar, spelling, punctuation and vocabulary.

Operation of a computer, desktop publishing equipment and assigned software.

Record-keeping and report preparation techniques.

Public speaking techniques.

ABILITY TO:

Provide a variety of promotional and marketing services to facilitate and enhance public awareness of Economic Development operations, activities, programs and services.

Prepare, compose, print, assemble and distribute a variety of promotional and marketing materials.

Plan and participate in public relations, outreach and promotional activities to stimulate growth and development in the City.

Assist the City with meeting Economic Development goals and objectives

Establish and maintain contact with outside agencies, developers, entrepreneurs and the public to

promote Economic Development objectives.

Meet, confer with and refer businesses, developers and members of the community to appropriate programs, departments and community resources to meet business and economic development needs.

Prepare and deliver oral presentations.

Serve as a technical resource concerning new businesses and economic development.

Operate a computer, desktop publishing equipment and assigned software.

Determine appropriate action within clearly defined guidelines.

Work independently with little direction.

Maintain records and prepare reports.

Meet schedules and time lines.

Communicate effectively both orally and in writing.

Establish and maintain cooperative and effective working relationships with others.

EDUCATION AND EXPERIENCE:

Any combination equivalent to: bachelor's degree in marketing, communications or related field and two years increasingly responsible marketing, advertising or related experience.

LICENSES AND OTHER REQUIREMENTS:

Valid California driver's license.

WORKING CONDITIONS:

ENVIRONMENT:

Office environment.

Driving a vehicle to conduct work.

PHYSICAL DEMANDS:

Dexterity of hands and fingers to operate a computer keyboard.

Hearing and speaking to exchange information and make presentations.

Seeing to read a variety of materials.

Sitting for extended periods of time.