

ECONOMIC DEVELOPMENT ANALYST

JOB DESCRIPTION

Classification Responsibilities: An Economic Development Analyst is responsible for performing routine, professional-level activities in support of business attraction, expansion, retention, and economic research in the preparation of marketing and promotional materials for the Economic Development Department. Work includes: researching data; preparing information for targeted promotional activities; database management; GIS mapping; and a variety of other duties related to developing, producing, updating, and designing marketing and promotional materials for business retention and expansion, business recruitment, and international trade activities. An employee in this position must be skilled in research techniques and have the ability to comprehend and make inferences from data in order to prepare statistical comparisons and trend analyses to be used in marketing and promotional materials. Information must be presented clearly and accurately in both print and electronic media. Responsibilities also involve working with citizen advisory groups, media representatives, and providing close cooperation with City departments, the Chamber of Commerce, and other economic development agencies. Work requires initiative and independent judgment, and the employee is expected to exercise discretion in planning and executing assignments. This class performs related duties as required.

Distinguishing Features: Supervision is received from the Assistant Economic Development Department Director who reviews work through written reports and overall results achieved. This class is FLSA exempt-administrative.

QUALIFICATIONS

Employee Values: All employees of the City of Mesa are expected to uphold and exhibit the City's shared employee values of Knowledge, Respect, and Integrity.

Minimum Qualifications Required. Any combination of training, education, and experience equivalent to graduation from an accredited college or university with a Bachelor's Degree in Regional Development, Economic Development, Economics, Geography, Urban Planning, Marketing, Public Administration, or a related field.

Special Requirements. None.

Substance Abuse Testing. None.

Preferred/Desirable Qualifications. Some (6 months - 1 year) experience in conducting research related to economic development is preferred. Graduation from an accredited college or university with a Master's Degree is desirable.

ESSENTIAL FUNCTIONS

Communication: Communicates with the general public, other City employees, professional service providers, economic development agency representatives, and the media in order to gather and provide

information. Drafts written documents such as brochures, advertisements, press releases, and prospect proposals for distribution to a variety of targeted audiences in order to promote and market Mesa as a business location. Develops, updates, designs, and edits a variety of printed materials including brochures, community profiles, and other promotional and marketing materials.

Manual/Physical: Conducts off-site research and attends meetings. Attends local economic development meetings and trade shows as required. Meets scheduling and attendance requirements.

Mental: Researches demographics, statistical data, and other information requested by business prospects. Collects and analyzes data for use by Economic Development staff and for presentation to prospects. Develops design layouts for promotion and marketing materials, and edits printed text. Coordinates contracted services for graphic art, design and production, and related services.

Knowledge and Abilities:

Knowledge of:

research and statistical methods and techniques;
economic development principles and practices;
the principles and techniques of sales, marketing and promotion;
current economic, development, and demographic and market trends in the regional area; and
personal computer software applications.

Ability to:

determine priorities in performing a variety of marketing and promotional related tasks;
research and interpret statistical information and present information clearly and accurately;
develop marketing and promotional materials using Desktop Publishing and support the creation and completion of a variety of marketing and promotional materials;
make decisions and exercise resourcefulness in meeting new problems;
establish and maintain effective working relationships with management, coworkers, representatives from other City departments, private consultants, and the general public; and
demonstrate sales, marketing, and promotion skills.

The duties listed above are intended only as general illustrations of the various types of work that may be performed. Specific statements of duties not included does not exclude them from the position if the work is similar, related, or a logical assignment to the position. Job descriptions are subject to change by the City as the needs of the City and requirements of the job change.

Revised 1/21

TO/kg/kc

CS4375.DOCX

EEO-Prof

JOB FCTN-ADM

INCREMENTS 41-200

PAY GRADE: 48

IND-9410

SWORN-No