

MARKETING AND BUSINESS DEVELOPMENT MANAGER

JOB DESCRIPTION

Classification Responsibilities: The Marketing and Business Development Manager is responsible for providing expert advice, support and planning for developing and administering high-profile marketing initiatives, programs and projects relating to business recruitment and development. Primary responsibilities include: domestic and international business attraction; business and industry that is in alignment with Council Strategic Initiatives; directing advertising and marketing activities including branding, strategic research, writing, presenting, creative development and production of advertising and placement; developing, negotiating, and implementing promotions and sponsorships for integrated regional advertising campaigns and cooperative programs. Other duties include: assuming the role of chief negotiator working closely with the Economic Development Department Director, Deputy Director-Economic Development, Project Managers, or City Manager's Office staff on high-profile projects or programs and working with a variety of private, public, and educational agencies; developing and implementing large multi-departmental or Citywide marketing and business development programs. Work is subject to irregular hours (including evenings, weekends, and holidays), sometimes on short notice. This class performs related duties, as required.

Distinguishing Features: This class is distinguished from the Economic Development Project Manager class by higher level of responsibility and accountability in delivering business development outcomes, as well as the administration of high-profile marketing and business development initiatives. The incumbent is expected to exercise considerable initiative and judgment in carrying out assigned duties. This class may functionally supervise assignments of the Economic Development Project Manager(s) or the Economic Development Specialist and/or office support staff. This class is supervised by the Deputy Director - Economic Development through periodic conferences, meetings, reports and results achieved. The position 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. Graduation from an accredited college or university with a Bachelor's Degree in Public Relations, Marketing, Journalism, Business Administration, Economic Development or closely related field. Seven to nine years of progressively responsible experience directing and implementing initiatives in economic development, business attraction, tourism, marketing, public relations, or a field related to the program area.

Special Requirements. Must possess a valid Arizona Driver's License by hire date.

Substance Abuse Testing. None.

Preferred/Desirable Qualifications. Graduation from an accredited college or university with a Master's Degree in one of the fields outlined above; membership in related professional organizations (example: Mesa Chamber of Commerce, Mesa Convention and Visitors Bureau, Downtown Development Association, Arizona Association of Economic Developers, International Economic Development Council); the ability to speak a second language; and designation as a Certified Economic

Developer (CEcD) are all desirable attributes. Senior-level management and supervisory experience highly desirable.

ESSENTIAL FUNCTIONS

Communication: Excellent oral and written communication skills required with the general public, other City employees, vendors, management, public officials, business owners, business developers, real estate executives, media, marketing executives, and other support professionals in order to create awareness of Economic Development departmental services/offering and administer assigned projects. Presents information to public officials, high-profile developer groups and real estate investors to promote and deliver economic development activities and programs. Prepares written documents such as; reports, detailed analytical documents, reports, media releases, Requests for Proposals, department newsletters and correspondence in response to inquiries about departmental issues.

Manual/Physical: Operates a motor vehicle requiring a standard Arizona Driver's License for travel to various locations to give presentations, attend meetings with prospective clients, and general meetings. Operates a variety of standard office equipment including a personal computer. Performs some light physical labor involved in the setup of special events, trade shows and conferences with occasional lifting and moving of equipment. Meets scheduling and attendance requirements, including non-traditional work hours.

Mental: Prioritizes own work. Assists in the areas of foreign direct investment, trade, business attraction and tourism. Briefs and advises City Management and the Mayor and Council regarding economic development projects in person and through written reports.

Knowledge and Abilities:

Knowledge of:

theories and principles of high-profile marketing campaigns, sales, advertising, social media, promotion and public relations techniques;
economic development principles, practices, and techniques;
statistical and financial analyses and presentation;
laws, ordinances, regulations, and policies of various government entities as they affect the business community and economic development efforts;
real estate and site selection principles and practices; and
marketing techniques and economic development incentives and domestic and international business attraction best practices.

Ability to:

be self-motivated, confident, resourceful, a team player, who uses sound judgment;
negotiate high-profile economic development projects or programs with a variety of private or public entities;
communicate to create awareness of Economic Development departmental services and activities with executive level business developers, real estate executives, marketing executives and other support professionals;

follow written and oral instruction; and
establish and maintain effective working relationships with business executives, site selectors.

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 5/18

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PAY GRADE: 57

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