

## ECONOMIC DEVELOPMENT SPECIALIST

### JOB DESCRIPTION

**Classification Responsibilities:** An Economic Development Specialist performs a wide variety of activities to attract new development opportunities and promote Mesa's value as a business location, generate qualified prospects, and improve the competitiveness of the community's business climate. An employee in this classification may also assist Economic Development Project Managers with more complex projects. An employee in this class also performs statistical comparisons and trend analysis to be used in marketing and promotional materials. This class performs related duties as required.

**Office of Economic Development Assignment:** An Economic Development Specialist may be assigned to assist in implementing a targeted program that integrates multiple platforms to influence and build relationships with prospects, consultants, company decision makers, and media information sources; proactively identifying and addressing community business climate issues; and assisting in providing research and information, and/or technology support needed to execute these tasks. Duties also may involve: working with the Arizona Commerce Authority (ACA) and Greater Phoenix Economic Council (GPEC) to provide detailed and targeted responses to business leads; staffing regional and national sales missions and trade shows to promote greater Phoenix and Mesa; coordinating prospect site visits, assisting in establishing a baseline of information with respect to existing local businesses; support local business growth; increase employment for Mesa citizens; expand the community's economic base; and provide outreach to existing businesses. Work involves: establishing and strengthening relationships with local businesses; providing information to existing businesses regarding the availability of assistance programs, including project management assistance, job training, employee recruitment, and financing programs; discovering and confirming local service and location advantages for use in marketing Mesa to firms considering a new location; identifying service or location deficiencies which hinder economic development; and developing strategies to eliminate or mitigate the deficiencies.

In addition, an Economic Development Specialist may assist in providing targeted research support, including but not limited to: researching data; preparation of information for targeted promotional activities; database management; GIS (Geographic Information System) mapping; and a variety of other duties related to developing, writing, producing, updating, and designing marketing and promotional materials for business retention and expansion, business recruitment, and international trade activities.

**City Manager's Office (Urban Transformation) Assignment:** An Economic Development Specialist performs a wide variety of activities for either the Downtown Workgroup or Redevelopment Workgroup promoting Mesa as a business location, developing the Downtown Innovation District and Redevelopment Areas, supporting property owners, and retaining and expanding existing businesses. This position will assist Economic Development Project Managers with more complex projects.

An Economic Development Specialist may research information, provide technical support, coordinate site visits, perform research, collect, manage, and visualize data, identify and prepare applications for grants, develop marketing materials, manage websites and other digital content, prepare presentations, support business growth, and provide outreach to existing businesses. Work involves establishing and strengthening relationships with existing businesses and new business prospects; and providing information to existing businesses regarding the availability of assistance programs, including project

management assistance. This position may serve as the main point of contact for downtown public parking management, including coordination with the Downtown Mesa Association and City of Mesa's Real Estate Division.

**Distinguishing Features:** The Economic Development Specialist position may offer the opportunity to travel to recruit companies and meet with company representatives, trade councils and organizations, government officials, and interested investors. Incumbents exercise independence and initiative to complete assigned tasks. Supervision is received from the Economic Development Department Director, designee, or downtown administrator or redevelopment program administrator who reviews and assigns work through conferences, meetings, and reports, and monitors results achieved. Functional supervision may be received from senior-level staff on more complex or large projects. 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 Economic Development, Business or Public Administration, Marketing, Research, Analytics, Commercial Real Estate, International Business, Political Science, or a related field. Two years of employment in a professional-level capacity in economic development or a related area.

**Special Requirement.** Must possess a valid Class D Arizona Driver's License by hire or promotion date.

**Substance Abuse Testing.** None.

**Preferred/Desirable Qualifications.** Proficiency in the use of computer software programs (example: Word, Excel, PowerPoint, Access, dBase, GIS, desktop publishing such as Photoshop or InDesign) and the internet is preferred. Graduation from an accredited college or university with a Master's Degree in Economic Development, Business or Public Administration, Commercial Real Estate, International Business, or a related field; membership in related professional organizations; the ability to speak a second language; and designation as a Certified Economic Developer (CEcD) and/or Arizona Economic Development Professional (AZED Pro) are desirable.

***City Manager's Office (Urban Transformation) Assignment:*** Proficiency in Word, Excel, PowerPoint, desktop publishing, and GIS. Experience working in an urban setting with multiple stakeholders, including business improvement districts, enhanced municipal services districts, and/or convention and visitor bureaus; contract negotiation and management; and grant writing. Bilingual (English/Spanish) speaking skills are highly desirable.

## **ESSENTIAL FUNCTIONS**

**Communication:** Communicates with the general public, other City employees, management, public officials, business owners, real estate executives, human resource directors, bankers, developers, and technical staff in order to communicate needs of multiple parties, develop programmatic activities, and explain projects. Makes presentations to business owners, developers, management, and public officials to promote economic development activities. Prepares memos, letters, prospect proposals, detailed analytical documents, management reports, and project status reports in order to communicate program success, explain complicated ideas, and describe complex projects. Manages social media platforms and campaigns for the Department.

**Manual/Physical:** Operates a motor vehicle requiring a standard Class D Arizona Driver's License to visit building sites and unimproved land, attend regional and statewide meetings, and conduct tours for businesspeople. Potential opportunity for limited independent travel to national and international locations to promote Mesa and develop markets. Sets up or removes display boards and special presentation areas to present materials and information on Mesa. Meets scheduling and attendance requirements.

**Mental:** Participates in the development of an annual work program and maintains work effort by setting meetings, making travel plans, negotiating business options, and developing strategies in order to conduct economic development activities. Comprehends and makes inferences from written materials such as reports, appraisals, land and title reports, and building cost estimates in order to understand and develop project proposals, establish work schedules, and negotiate agreements. Analyzes data relating to demographics, building permits, zoning, financing sources, real estate needs, investment strategies, workforce, and incentives.

### **Knowledge and Abilities:**

Knowledge of:

economic development principles, practices, and techniques;  
laws, ordinances, regulations, and policies of various government agencies as they affect the business community and economic development efforts;  
principles and techniques of sales, marketing, and promotion;  
current economic, development, and demographic and market trends in the regional area;  
research and analysis methods and techniques; and  
local business and real estate markets.

Ability to:

respond to shifting priorities and engage in a diverse workload;  
play a liaison and expeditor role between various government departments and/or agencies and private business, industry, and development representatives;  
manage multiple projects at one-time;  
demonstrate sales, marketing, and promotion skills;  
establish and maintain effective working relationships with business executives, developers, coworkers,

City officials, management, departments, and advisory boards; and utilize technology for basic and advanced research, project support, and marketing, such as Microsoft Office (Excel, PowerPoint), GIS, Photoshop/InDesign, databases, and other research tools.

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 do 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.

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JB/eb

CS4810.DOCX

EEO-Prof

JOB FCTN-ADM

Non-DOT Safety and Security-N

CDL-N

RESP-N

PAY GRADE: 53

IND-9410

SWORN-No

Non-DOT Random-N

DOT-N

INCREMENTS 71-200