

CITY OF LINCOLN

ECONOMIC DEVELOPMENT SPECIALIST

*Class specifications are only intended to present a descriptive summary of the range of duties and responsibilities associated with specified positions. Therefore, specifications **may not include all** duties performed by individuals within a classification. In addition, specifications are intended to outline the **minimum** qualifications necessary for entry into the class and do not necessarily convey the qualifications of incumbents within the position.*

DEFINITION:

Under general direction, facilitates development of business and business districts in the City; obtains and coordinates grants, loans and other procurements of funds for business development; performs other related duties as required.

DISTINGUISHING CHARACTERISTICS:

The **Economic Development Specialist** is the single position management class responsible for the City's economic development program. This class is distinguished from the next higher class of City Manager in that the latter has overall responsibility for administering the City's operations.

SUPERVISION RECEIVED/EXERCISED:

Receives general direction from the City Manager. May exercise technical and functional supervision over assigned staff.

ESSENTIAL FUNCTIONS: *(include but are not limited to the following)*

- Facilitates development of business and business districts in the City, obtain and coordinate grants, loans and other procurements of funds for business development.
- Develops short and long range economic development plans; gathers, interprets and prepares data for studies, reports and recommendations.
- Conducts research studies and prepares statistical reports and recommendations for drafting or revising local legislation, plans, trends, socioeconomic data; presents recommendations to City Council, commissions, community groups and other City departments; writes press releases and articles for staff and council dissemination.
- Coordinates the Airport Committee and the Economic Development Committee; sits on community organization boards.
- Develops and maintains a comprehensive inventory of available buildings and sites in the community for economic development purposes and distributes to perspective economic development clientele as requested.
- Coordinates and manages professional service contracts.

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- Creates marketing plans for attraction, retention and expansion of businesses.
- Coordinates the Revitalization Loan Program; recommends and investigates ways to obtain grants, loans and other procurement of funds for the development of business; works on financial statements.
- Serves as a liaison between the local government and the chamber of commerce, merchants' associations, economic development districts, redevelopment agencies and other public, private or nonprofit groups and associations interested in economic development.
- Monitors local, state and Federal legislations and regulations relating to economic development; reports findings, trends and recommendations to supervisor.
- Coordinates special projects to enhance the community such as the Farmer's Market and Concert In The Park.
- Establishes positive working relationships with representatives of community organizations, state/local agencies, City management and staff and the public.

PHYSICAL, MENTAL AND ENVIRONMENTAL WORKING CONDITIONS:

Position requires prolonged sitting, standing, walking, reaching, twisting, turning, kneeling, bending, squatting and stooping in the performance of daily activities. The position also requires grasping, repetitive hand movement and fine coordination in preparing reports using a computer keyboard. Additionally, the position requires near and far vision in reading written reports and work related documents. Acute hearing is required when providing phone and personal service. Additionally, the incumbent in this position may work in all weather conditions including wet, hot and cold. The need to lift, drag and push files, paper and documents weighing up to 25 pounds also is required.

QUALIFICATIONS: *(The following are minimal qualifications necessary for entry into the classification.)*

Education and/or Experience:

Any combination of education and experience that has provided the knowledge, skills and abilities necessary for an **Economic Development Specialist**. A typical way of obtaining the required qualifications is to possess the equivalent of two years of directly related economic development experience, and a bachelor's degree in urban planning, economics, marketing, finance, business or public administration or similar field. A master's degree is highly desirable.

License/Certificate:

Possession of, or ability to obtain, a valid class C California driver's license.

KNOWLEDGE/ABILITIES/SKILLS: *(The following are a representative sample of the KAS's necessary to perform essential duties of the position.)*

Knowledge of:

Principles and practices of business and economic development; methods and programs for financing; grant administration and writing; principles and practices of planning programs and processes; marketing and public relation techniques; municipal zoning and infrastructure; advertising layout and design; applicable federal, state and local laws, codes and regulations; basic principles of mathematics; methods and techniques of scheduling work assignments; standard office procedures, practices and equipment; modern office equipment including a computer and applicable software; methods and techniques for record keeping and report preparation and writing; proper English, spelling and grammar; occupational hazards and standard safety practices.

Ability to:

Participate in a variety of tasks relating to economic development; make public presentations; prepare and package applications and requests for economic development financial assistance; develop financing methods and programs; implement, explain and apply applicable laws, codes and regulations; read, interpret and record data accurately; organize, prioritize and follow-up on work assignments; work independently and as part of a team; make sound decisions within established guidelines; analyze a complex issue, and develop and implement an appropriate response; follow written and oral directions; observe safety principles and work in a safe manner; communicate clearly and concisely, both orally and in writing; establish and maintain effective working relationships.

Skill to:

Operate an office computer and a variety of word processing and software applications.