

ECONOMIC DEVELOPMENT SPECIALIST

CLASS DESCRIPTION

General Responsibilities:

RESIDENCY IN DANE COUNTY IS REQUIRED FOR THIS POSITION.

This is responsible professional and leadership work in planning and implementing programmatic activities to develop and support City of Madison economic development goals. Work involves managing and executing economic development projects, policy research and development, outreach, economic development program management, and other tasks related to City goals and objectives. This work is performed under the general supervision of a Principal Planner, with broader direction provided by the Mayor, Common Council, and senior leadership of the Economic Development Division and Department of Planning & Community & Economic Development.

Examples of Duties and Responsibilities:

Plan, coordinate, and direct City-wide initiatives to promote economic development. Serve as lead staff for the planning and execution of major economic development projects. Manage related consultant contracts, including hiring consultants through RFP processes. Plan and attend community and neighborhood meetings related to economic development opportunities.

Conduct Economic Development Policy research and development. Work with City Commissions and Committees, and other City staff on the research and development of City policies to foster economic development. Partner with City staff on implementation of adopted policies, such as those identified through the Development Review Process Improvement Initiative Report. Manage updates to City's economic development plan. Partner with Planning Division staff on preparation of neighborhood and special area plans.

Provide varied consultation to City departments/divisions related to economic development initiatives. Inform and educate City alderpersons, the Mayor and other City staff and boards and commissions on issues affecting economic development.

Manage the development and maintenance of related economic development sources of information. Identify both private and public grant funding sources, and lead process to compete for funds. Provide outreach to developers and business interests. Serve as lead staff to plan and execute City outreach to the Madison business community.

Develop and maintain City promotional materials for economic development purposes. Work with City's Information Technology staff to continuously update and improve City's business-related internet presence.

Develop and manage programs, such as the Brownfield Remediation, Employment, and Workforce Development (BREWD) program, to foster economic development.

Perform related work as required.

QUALIFICATIONS

Knowledge, Skills and Abilities:

Thorough knowledge of the theories, laws, principles and practices of economic/business development, incorporating real estate practices, and analysis, to include financial feasibility criteria and assessment techniques, and financial institution methods. Thorough knowledge of diverse research and analytic techniques. Working knowledge of project management techniques, including developing and maintaining schedules and budgets. Working knowledge of and ability to use computer software applicable to the duties of the position. Working knowledge of related financial packaging, and program development, and economic development activities (including managing projects of a complex and sensitive nature). Working knowledge of governmental agency operations as they relate to economic development activities. Working knowledge of economic financing practices (TIF, loans, tax credits, etc.). Working knowledge of public administration principles and practices. Ability to work with and communicate with a wide variety of people and groups. Ability to communicate effectively both orally and in writing. Ability to speak before groups. Ability to effectively develop, and persuasively communicate, technical recommendations to boards, commissions, elected officials, other governmental officials and the public. Ability to collaborate with, and build consensus among stakeholders with differing points-of-view. Ability to establish and maintain effective working and public relationships with staff, City officials, and the public. Ability to evaluate program policies and procedures and recommend revisions and/or develop new policies and procedures when necessary. Ability to work both individually with minimal direct supervision, and in team/group settings. Ability to attend meetings and other functions during the evening and/or on weekends. Ability to maintain adequate attendance.

Training and Experience:

Generally, positions in this classification will require:

Five years of responsible and varied professional experience in the area of business, project management, and/or economic development. Candidates should also have experience in policy research and development, either through work or education. Such experience would normally be gained after graduation from an accredited college or university with a bachelors' degree in business, marketing, economic development, urban planning, public administration or other related field. Possession of a Master's Degree in business, marketing, economic development, urban planning, public administration or a related field may be substituted for two years of experience. Other combinations of training and/or experience which can be demonstrated to result in the possession of the knowledge, skills and abilities necessary to perform the duties of this position will also be considered.

Specific training and experience requirements will be established at the time of recruitment.

Necessary Special Qualifications:

Possession of a valid driver's license or the ability to meet the transportation requirements of this position.

Physical Requirements:

The incumbent will be expected to physically access and visit sites related to business and economic development. In addition, the incumbent will be expected to attend meetings outside the regular work schedule, including early mornings, evenings, and weekends.

Department/Division	Comp. Group	Range
DPCED/Economic Development Division	18	12

Approved:

Brad Wirtz

Human Resources Director

Date