

CITY OF MADISON POSITION DESCRIPTION

1. Name of Employee (or "vacant"):

Peggy Yessa

Work Phone: 608.267.8721

2. Class Title (i.e. payroll title):

Economic Development Technician

3. Working Title (if any):

Economic Development Technician

4. Name & Class of First-Line Supervisor:

Matthew B. Mikolajewski, Office of Business Resources Manager

Work Phone: 608.267.8737

5. Department, Division & Section:

DPCED, Economic Development Division, Office of Business Resources

6. Work Address:

Madison Municipal Building, Suite 312

7. Hours/Week: 38.75

Start time: 8:30 End time: 4:45

8. Date of hire in this position:

September, 1984

9. From approximately what date has employee performed the work currently assigned:

September, 1984

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10. Position Summary:

This is a professional position providing business assistance, research, project management, and staffing in support of the City's economic development goals. The position reports directly to the Office of Business Resources Manager, with additional oversight from the Economic Development Division Director.

11. Functions and Worker Activities: (Do NOT include duties done on an "Out-of-Class" basis.)

35% A. Business Assistance

1. Respond to inquiries and counsel businesses, in person, via phone or email, regarding demographic/City information, zoning, permits/approvals, available space, business planning assistance, potential financial assistance, commercial and industrial real estate information, and City policies, procedures and processes.
2. Lead or advise with Economic Development Division colleagues on preparing responses to business prospect requests.

3. Facilitate a successful solution to situations that arise when different points-of-view exist between the City and individual businesses.
4. Facilitate communication with Alderpersons and other relevant City staff and with individual businesses and business districts impacted by road construction projects.

15% B. Research

1. Research and update community and demographic information about the City.
2. Maintain business webpage on the City website.
3. Research information and data to present to neighborhood business associations, neighborhood associations, business organizations, business owners, entrepreneurs, Alderpersons, and other City Departments with requested business-related information. This includes developing maps or handouts geared to the appropriate audience.
4. Create lists of businesses which may be affected by City projects, for use in road construction notification, survey distribution and meeting notifications. This includes searching for databases that can supply our business intelligence needs and are compatible with the City ArchMap computer system.

50% C. Project/Asset Management

1. Collaborate with Economic Development Division staff and members of the business community on economic development plans, projects and events, such as the *3-5 Year Strategic Economic Development Implementation Plan*, *Small Business Conference*, *Cooperative Conference* and *Development Review Process Initiative Report*.
2. Serve as the economic development planner on the City neighborhood planning team to prepare neighborhood and special area plans. This involves, but is not limited to creating, dispersing a business survey via email, mail or face-to-face business visits, tabulating the results, writing economic related sections, research and review of plan drafts.
3. Collaborate with neighborhood associations, neighborhood business associations, neighborhood planning councils, and individual businesses to foster successful neighborhood business districts.
4. Lead staff team in development of economic related documents from idea inception, research, design layout, printing bid, press checks and distribution of the printed document. Examples are print materials ranging from conference flyers, signage, handouts and website to the economic development plan document.
5. Write specifications for contracts of services for printing, lawncare and snow removal jobs. This includes creating any maps to delimitate contract boundaries, post on the DemandStar system or searching for vendors to request bids. Review bids and suggest the bid recipient. Notify bidders as to their status in obtaining the contract and coordinate signing of contract by selected bidder and filing said contract with the City's Purchasing Services Division.
6. Appointed as Vice President/Secretary on the Center for Industry and Commerce Owners Association. This entails co-signing checks, maintaining records and documents for the Association, property management of City owned lands.
7. Serve as city liaison/staff person World Dairy Campus Owners Association. Schedule meetings, prepare agendas, minutes, write lawncare and snow removal contracts for association properties, manage address change petition to City Engineering Dept. and follow through with affected owners and tenants.
8. Designated project manager of publications, such as, Freiberg Sister City booklet, Madison promotion book. Work also includes guiding design technician on layout, photo taking and selection and graphics, write bids, and conducting onsite press proofs.

15% D. City Committee Staff Support

1. Schedule and attend Economic Development Committee and Local Food Committee and their subcommittees meetings. Explain committee rules and protocols to committee members. Contact and invite city staff from other departments and divisions to present items at meetings.

- 2. Prepare meeting agendas, minutes and reports for the Economic Development Committee and its various subcommittees (TIF Policy Review Subcommittee, High tech Manufacturing Subcommittee, and Development Review Subcommittee).
- 3. Prepare meeting agendas, minutes and reports for the Madison Local Food Committee and its various subcommittees (Outreach Subcommittee, Consultant Selection Subcommittee).

12. Primary knowledge, skills and abilities required:

- Bachelors degree in business, marketing, economics, urban planning, landscape architecture, public administration, or related field desired. Experience in lieu of degree considered.
- Knowledge of business operations, conventional business finance, public financial assistance, and commercial/industrial real estate desirable.
- Economic development experience or experience in allied fields (real estate, business, urban planning, etc.) desirable.
- Experience working in, or working knowledge of the public sector desirable.
- Ability to collaborate with and build consensus among individuals with different points-of-view required.
- Ability to maintain discretion of confidential information required.
- Ability to multi-task and prioritize work on multiple time-sensitive projects simultaneously required.
- Ability to work both individually with minimal direct supervision, and in team/group settings necessary.
- Ability to communicate effectively orally and in writing required.
- Ability to maintain a professional work schedule, which may include early morning meetings and evening meetings that change from week-to-week required.

13. Special tools and equipment required:

Basic computer skills, including the use of the Microsoft Office Suite. Use of standard office equipment (photocopier, fax machine, etc.)

14. Required licenses and/or registration:

Valid Wisconsin Drivers License required.

15. Physical requirements:

Ability to physically access business and economic development sites required.

16. Supervision received (level and type):

Directly supervised by the Office of Business Resources Manager; however, direct contact with the OBR Manager will vary each day, with very limited contact on some days. The ability to "self-start" and work individually is necessary.

17. Leadership Responsibilities:

- This position: is responsible for supervisory activities (Supervisory Analysis Form attached).
 has no leadership responsibility.
 provides general leadership (please provide detail under Function Statement).

18. Employee Acknowledgment:

- I prepared this form and believe that it accurately describes my position.
- I have been provided with this description of my assignment by my supervisor.
- Other comments (see attached).

EMPLOYEE

DATE

19. Supervisor Statement:

- I have prepared this form and believe that it accurately describes this position.
- I have reviewed this form, as prepared by the employee, and believe that it accurately describes this position.
- I have reviewed this form, as prepared by the employee, and find that it differs from my assessment of the position. I have discussed these concerns with the employee and provided them with my written comments (which are attached).
- I do not believe that the document should be used as the official description of this position (i.e., for purposes of official decisions).
- Other comments (see attached).

SUPERVISOR

DATE

Note: Instructions and additional forms are available from the Human Resources Dept., Room 501, City-County Bldg. or by calling 266-4615.