

BUSINESS DEVELOPMENT SPECIALIST 1-4

CLASS DESCRIPTION

General Responsibilities:

This is responsible professional business development work within the Department of Planning & Community & Economic Development. The work involves providing one-on-one assistance to businesses seeking information and services through the City's Office of Business Resources, conducting research, staffing city committees, coordinating special projects, and working with partnering organizations and City colleagues to support the City's business climate and advance economic development goals. This series is structured to recognize varying levels of professional and staff leadership responsibility, judgment, discretion, project complexity and programmatic responsibility as employees gain job-related expertise.

This series is structured to provide advancement from a Business Development Specialist (BDS) 1 to a Business Development Specialist 2, as a function of the employee's career development, but generally within 2 years of starting employment as a BDS 1. Progression to a BDS 3 or BDS 4 is dependent upon the incumbent taking on additional duties and responsibilities as well as the needs of the department. BDS 3 and 4 positions may also be filled through competition at the discretion of the department.

BDS 1 - This is the entry level of the professional BDS career progression series. This work is characterized by more structured and/or closely reviewed professional assignments, performed with an increasing level of independence as knowledge of city policies, business practices, and professional standards are gained. Employees may be assigned to diverse business development projects and activities based on organizational objectives and priorities. The BDS 1 position will include a significant level administration and project coordination, as well as a high volume of work handling incoming requests for information and services from businesses. Under limited supervision, employees are expected to exercise professional judgment and discretion within established parameters.

BDS 2 – This is the objective level of the professional BDS career progression series. Employees at this level will have more developed expertise in business development. They will have experience working with businesses, a deep understanding of city policies and procedures affecting businesses, and the ability to independently serve businesses in the community. Work is performed under general supervision.

BDS 3 – This is responsible advanced-level professional work. This level is characterized by ongoing responsibility for business development activities, which may involve some responsibility for subordinate employees. Under general supervision, work requires a high degree of independence, judgment and discretion, and typically involves program and policy development work.

BDS 4 –This is responsible, senior level business development work. This work is characterized by significant responsibility for multiple complex activities/projects necessitating initiative, judgment, and discretion. This level is distinguished by significant responsibility for major business development projects and programs, policy development, and strategic initiatives. Employees at this level will be well-versed experts in the realm of business finance, development, and expansion. Employees at this level will have strong networks in the business community and will serve as a liaison between City government and businesses. Under general supervision, work involves leadership responsibility for subordinate employees.

Examples of Duties and Responsibilities:

Business Development Specialist 1

Respond to specific business requests for information on accessing resources, finding sites, licensing requirements, zoning requirements for different land uses, land uses processes, potential financial resources, market data.

Assist road construction planning efforts. Work with business owners, City agencies, Alderpersons, neighborhood associations, and neighborhood business districts in the design and implementation of road construction projects within commercial districts. Prepare and maintain road construction educational materials targeted at businesses. Plan and host pre-construction meetings with neighborhood business districts, in advance of road construction projects. Attend meetings with contractors during construction projects.

Assist businesses in resolving violations of the City's property, building and zoning codes by providing information and recommending alternative measures to comply with code violations that will minimize the cost of compliance and the amount of disruption of business affairs or production. Provide liaison and/or referrals to other appropriate City staff as necessary.

Assist various members of the business community by making them aware of, and guiding them through the various stages of the development process (e.g. land use, building permits, etc.). Explain the involvement of boards and commissions and relevant time frames, and provide other general information applicable to the development process, both formally and informally.

Develop and maintain sources of information related to commercial growth and economic development in the City and perform related research studies (e.g. industrial land index, demographic information, business feasibility, trends in development, etc.) as assigned by the Office of Business Resources Manager and Business Development Specialist 4.

Maintain a catalogue of business-related community information.

Provide support to small businesses and entrepreneurs. Connect small business owners and entrepreneurs with available financial and planning resources. Work with

neighborhoods to foster successful neighborhood business districts. Collaborate with community and business organizations to foster small business development.

Work closely with other providers of small business assistance such as the UW Small Business Development Center, Wisconsin Women's Business Initiative Corporation, and Madison Development Corporation to keep abreast of issues affecting the business community and opportunities to promote City business development goals.

Assist Office of Business Resources efforts in marketing the City of Madison to businesses, developers, site selectors, and others. Support the City's efforts to collect, monitor, analyze, and report data on the state of the City's economy and local economic trends.

Monitor and track national economic development best practices, emerging trends, new ideas, and innovative projects to help inform Madison's ongoing business and economic development efforts.

Assist Business Development IV and the Office of Business Resources Manager on long range economic development and business development projects including the Madison Public Market, the Capitol East District corridor redevelopment, the Cooperative Business Development program, the Technology Business Enterprise Fund, the State Street Retail Program, and other initiatives.

Organize and plan public meetings and events related to the City's business development and economic development work.

Monitor the activities of the Plan Commission, Economic Development Commission, and Common Council as they relate to economic development. Prepare and present reports or information to these bodies regarding achievements, requests for policy level action, and/or specific development projects.

Maintain a general awareness of the activities of and establish personal contact with the staff of various local organizations involved in business and economic development. . Advise business owners, entrepreneurs, and developers of current business conditions, opportunities, key contact people, and the services/information/ responsibilities of these various organizations.

Serve as administrative staff to the City's Economic Development Committee, Local Food Committee, and potentially other committees and subcommittees. This includes preparing agendas, minutes, and related materials.

Business Development Specialist 2

Perform all work of a BDS 1, with a higher degree of judgment and discretion.

Exercise developed expertise in the design and completion of diverse business development projects, as assigned. Effectively participate in policy formulation. Assist in planning, scheduling, and conducting related work sessions and public meetings.

Support small and mid-sized businesses on relocation and expansion projects in the City. Support businesses in interactions with other city agencies.

Perform related work as required.

Business Development Specialist 3

Perform all work of a BDS 2 with a greater degree of judgment, discretion, and independence.

Administer ongoing and substantive projects and program(s).

Provide leadership to professional and technical staff. Assign, monitor, and evaluate work of BDS 1 and 2 positions, paraprofessional and technical staff, clerical staff and interns. Assist the Office of Business Resources Manager and Economic Development Division Director as needed.

Plan, schedule and conduct work sessions and public meetings as necessary to accomplish program objectives.

Develop multi-faceted strategies to achieve program objectives within policy parameters. Assist in developing policies and ordinances. Conduct complex and discretionary analysis of various planning issues and initiatives.

Perform related work as required.

Business Development Specialist 4

Perform all work of a BDS 3 with a greater degree of judgment, discretion, and independence.

Exercise considerable discretion and leadership in the development, implementation, and direction of Economic Development Division program activities, including, for example, supporting small, mid-sized, and large businesses on expansion and relocation projects; managing complex business development funding programs; managing contracts with service providers; leading the City's Business Retention and Expansion (BRE) program; representing the City on boards and committees of organizations representing the business community; manage the development of city-owned business park real estate slated for employment uses; and coordinate the use of city-funded business development incentive tools.

Assist Office of Business Resources Manager and Economic Development Division Director in overall supervisory role.

Plan, schedule and conduct (interagency and intergovernmental) work sessions; public meetings; and presentations to policy-making bodies and community, neighborhood, and special interest groups as necessary to accomplish business development goals.

Draft departmental comments, recommendations, and/or position statements on major planning proposals before the Economic Development Committee, the Common Council, other City boards and commissions, other units of government and other development-related bodies.

Perform related work as required.

QUALIFICATIONS

Knowledge, Skills and Abilities:

BDS 1 –

Knowledge of business and economic development strategies and programming. Knowledge of issues and challenges of starting and operating a business including business operations, conventional business finance, public financial assistance, and commercial/industrial real estate. Knowledge of municipal government procedures and structure. Knowledge of public sector tools, resources and programs that can support business growth. Knowledge of and ability to use computer software applicable to the duties of the position. Ability to communicate effectively both orally and in writing. Ability to develop and maintain positive and effective relationships. Ability to work with diverse groups of people to solve problems. Ability to work effectively both individually and as a team member. Ability to collaborate with and build consensus among individuals with different points of view. Ability to compile and report statistical data. Ability to prepare and present related graphic and design materials. Ability to multi-task and prioritize work on multiple time-sensitive projects simultaneously. Ability to create and deliver presentations to large groups of people. Ability to attend meetings during the evening or on weekends. Ability to maintain adequate attendance.

BDS 2 –

Working knowledge of business and economic development strategies and programming. Working knowledge of issues and challenges of starting and operating a business including business operations, conventional business finance, public financial assistance, and commercial/industrial real estate. Working knowledge of municipal government procedures and structure. Working knowledge of public sector tools, resources and programs that can support business growth. Working knowledge of and ability to use computer software applicable to the duties of the position. Knowledge of city policies and procedures that impact businesses in the community. Ability to communicate effectively both orally and in writing. Ability to develop and maintain positive and effective relationships with the business community, co-workers, and key representatives in all the major entities impacting on economic development. Ability to represent the City with business related organizations. Ability to work with diverse groups of people to solve problems. Ability to work effectively both individually and as a team member. Ability

to collaborate with and build consensus among individuals with different points of view. Ability to compile and report statistical data. Ability to prepare and present related graphic and design materials. Ability to multi-task and prioritize work on multiple time-sensitive projects simultaneously. Ability to create and deliver presentations to large groups of people. Ability to independently work with individual businesses to address problems and connect them with resources. Ability to attend meetings during the evening or on weekends. Ability to maintain adequate attendance.

BDS 3 –

Thorough knowledge of business and economic development strategies and programming. Thorough knowledge of issues and challenges of starting and operating a business including business operations, conventional business finance, public financial assistance, and commercial/industrial real estate. Thorough knowledge of municipal government procedures and structure. Thorough knowledge of public sector tools, resources and programs that can support business growth. Thorough knowledge of and ability to use computer software applicable to the duties of the position. Working knowledge of city policies and procedures that impact businesses in the community. Knowledge of supervisory practices, principles and principles. Ability to communicate effectively both orally and in writing. Ability to develop and maintain positive and effective relationships with the business community, co-workers, and key representatives in all the major entities impacting on economic development. Ability to represent the City with business related organizations. Ability to work with diverse groups of people to solve problems. Ability to work effectively both individually and as a team member. Ability to collaborate with and build consensus among individuals with different points of view. Ability to compile and report statistical data. Ability to prepare and present related graphic and design materials. Ability to multi-task and prioritize work on multiple time-sensitive projects simultaneously. Ability to create and deliver presentations to large groups of people. Ability to independently work with individual businesses to address problems and connect them with resources. Ability to work with mid-sized and larger businesses on complex challenges related to expanding or relocating within the City. Ability to attend meetings during the evening or on weekends. Ability to maintain adequate attendance.

BDS 4 –

Thorough knowledge of business and economic development strategies and programming. Thorough knowledge of issues and challenges of starting and operating a business including business operations, conventional business finance, public financial assistance, and commercial/industrial real estate. Thorough knowledge of municipal government procedures and structure. Thorough knowledge of public sector tools, resources and programs that can support business growth. Thorough knowledge of and ability to use computer software applicable to the duties of the position. Thorough knowledge of city policies and procedures that impact businesses in the community. Working knowledge of supervisory practices, principles and procedures. Ability to communicate effectively both orally and in writing. Ability to develop and maintain positive and effective relationships with the business community, co-workers, and key representatives in all the major entities impacting on economic development. Ability to

represent the City with business related organizations. Ability to serve as a liaison between City government and businesses. Ability to work with diverse groups of people to solve problems. Ability to work effectively both individually and as a team member. Ability to collaborate with and build consensus among individuals with different points of view. Ability to creatively find strategies to support business growth in the City. Ability to compile and report statistical data. Ability to prepare and present related graphic and design materials. Ability to manage multiple simultaneous major projects as well as numerous quick turnaround day-to-day requests from businesses. Ability to manage multi-department teams to implement business development projects, strategies and policies. Ability to manage and direct the work of BDS 1, 2 and 3 staff. Ability to create and deliver presentations to large groups of people. Ability to independently work with individual businesses to address problems and connect them with resources. Ability to work with mid-sized and larger businesses on complex challenges related to expanding or relocating within the City. Ability to attend meetings during the evening or on weekends. Ability to maintain adequate attendance.

Training and Experience:

Generally, positions in this classification will require:

BDS 1 –

Graduation from an accredited college or university with a bachelor's degree in Business, Finance, Marketing, Public Administration, Commercial Real Estate, Planning, or other related studies or programs. 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.

BDS 2 –

Two years of professional business and/or economic development experience comparable to that gained as a BDS 1 with the City of Madison. Such experience would normally be gained after graduation from an accredited college or university with a bachelor's degree in Business, Finance, Marketing, Public Administration, Commercial Real Estate, Planning, or other related studies or programs. 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.

BDS 3 - Two years of professional business and/or economic development experience comparable to that gained as a BDS 2 with the City of Madison. Such experience would normally be gained after graduation from an accredited college or university with a bachelor's degree in Business, Finance, Marketing, Public Administration, Commercial Real Estate, Planning, or other related studies or programs. 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.

BDS 4 - Two years of professional business and/or economic development experience comparable to that gained as a BDS 3 with the City of Madison. Such experience would normally be gained after graduation from an accredited college or university with a bachelor's degree in Business, Finance, Marketing, Public Administration, Commercial Real Estate, Planning, or other related studies or programs. 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.

Special Requirements:

Ability to meet the transportation requirements of the position.

Physical Requirements:

Incumbents will be expected to attend meetings and provide presentations offsite outside the normal work schedule, including evenings and weekends. Otherwise work is performed in an office environment and the incumbent will be expected to use standard office equipment such as a computer, telephone, and copier.

Department/Division	Title	Comp. Group	Range
Planning and Community and Economic Development	BDS 1	18	06
Planning and Community and Economic Development	BDS 2	18	08
Planning and Community and Economic Development	BDS 3	18	10
Planning and Community and Economic Development	BDS 4	18	12

Approved: _____
 Brad Wirtz
 Human Resources Director

Date