

TO: Personnel Board

FROM: Sarah Olson, Human Resources

DATE: August 19, 2016

SUBJECT: Business Development Specialist 1-4 – Economic Development Division

At the request of the Director of Planning, Community & Economic Development Natalie Erdman, Economic Development Division (EDD) Director Matt Mikolajewski, and Office of Business Resources Manager, Dan Kennelly, I conducted a position study for a proposed new classification series of Business Development Specialist 1-4. The proposal for the new classification is a result of a vacant 1.0 FTE Economic Development Program Coordinator position (CG 16, Range 7, position #620). The impact of adding this new classification series will create opportunities to hire at an entry level. It should be noted, the classification already exists as a Business Development Specialist in CG18, Range 12. After meetings with EDD Managers, I make the following recommendations for the reasons outlined in this memo:

- Create a new classification titled Business Development Specialist 1 with placement in CG 18, Range 06.
- Create a new classification titled Business Development Specialist 2 with placement in CG 18, Range 08.
- Create a new classification titled Business Development Specialist 3 with placement in CG 18, Range 10.
- Create a new classification titled Business Development Specialist 4 with placement in CG 18, Range 12.
- Delete the classification of Business Development Specialist currently placed in CG 18, Range 12.
- Recreate vacant position #620 as a Business Development Specialist 2.
- Recreate position #701 (currently occupied by R. Rohlich) as a Business Development Specialist 4.

The proposed Business Development Specialist 1-4 class specification identifies the work as:

... 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.

Currently, the classification of Business Development Specialist already exists in the City's classification system in CG 18, Range 12. Ruth Rohlich is the incumbent in this classification. Mr. Kennelly requested the creation of a series of classifications to allow for a career progression as an incumbent gains knowledge and expertise in business development. The new series would allow greater flexibility when filling the position in the future. Currently, the Business

Development Specialist classification looks for someone who has 5 years of professional business or economic development experience, following graduation with a related degree. However, this limits the application pool significantly as those who graduate with a related degree but do not end up in this field will not be considered. By creating the series, and opening up an entry-level to those with a related educational background but little direct experience, the Economic Development Division can create a larger applicant pool which may also assist with diversity goals.

The new series would be structured as follows: As a Business Development Specialist 1, an individual could be hired who has a related educational background, but no professional experience. An incumbent at this level would work closely with the Office of Business Resources Manager and the Business Development Specialist 4 to learn the work of the agency. Incumbents of the Business Development Specialist 2 level would work under general supervision and perform all the work of the Business Development Specialist 1, but with a greater degree of independence and expertise. Responsibilities at this level include participation in policy formulations and supporting small and mid-sized businesses on relocation and expansion projects in the City. As a Business Development Specialist 3, an incumbent would work under general supervision with a high degree of independence performing all of the work of the Business Development Specialist 2, as well as developing multi-faceted strategies to achieve program objectives. This includes conducting complex and discretionary analysis of various planning issues and initiatives. Finally, as a Business Development Specialist 4, an incumbent would work under general supervision performing all of the work of the Business Development Specialist 3, as well as providing leadership to professional and technical staff including plan, schedule and conduct work sessions, public meetings and presentations to policy-making bodies and community, neighborhood, and special interest groups as necessary to accomplish business development goals. It is expected that an incumbent would spend approximately 2 years at each level before moving to the next one. Movement to the 3 or 4 level would not be automatic but would be dependent on a position study or competition.

This proposed career progression series is in line with the structure found in other professional classifications, such as the Planner and Real Estate Agent series. In terms of salary recommendations for the new series of classifications, the current Business Development Specialist classification in Range 12 is aligned with a Planner 4 and Real Estate Agent 4. It is appropriate to align the new series with the Planner, Real Estate Agent, and other professional series (CG18 Range 6, 8, 10, and 12, respectively). Because of this, salary placement for the Business Development Specialist 1, 2, 3 and 4 is recommended at CG 18, Range 6, 8, 10, and 12, respectively.

Since Ms. Rohlich is performing the full range of job responsibilities with the proposed level 4 and is currently in range 12 of CG 18, it is recommended that her title be changed to reflect the level 4 classification.

The necessary resolution to implement this recommendation has been drafted.

Editor's Note:

Compensation Group/Range	2016 Annual Minimum (Step 1)	2016 Annual Maximum (Step 5)	2016 Annual Maximum (+12% longevity)
18/06	\$54,175	\$63,787	\$71,441
18/08	\$58,762	\$69,731	\$78,099
18/10	\$63,787	\$76,660	\$85,859
18/12	\$69,731	\$84,184	\$94,286

cc: Natalie Erdman –Director of Planning, Community & Economic Development
Matt Mikolajewski – Economic Development Division Director
Dan Kennelly – Office of Business Resources Manager
Mike Lipski-HR Services Manager