

## **Economic Development Manager**

**Job Class Code:**

**Pay Grade: 17**

**FLSA: Exempt**

**Updated: 3/05**

**GENERAL STATEMENT OF DUTIES:** Responsible to the Director of Planning and Zoning for the efficient implementation and management of a comprehensive economic development program; manages and supervises the work of employees/contractors in the division in developing and implementing program activities; coordinates the activities of the division by building effective working relationships with other division(s), City departments, Anne Arundel County, Anne Arundel Economic Development Corporation, Convention and Visitors Bureau, Chamber of Commerce and other partners; provides staff support and/or liaison to Economic Development Advisory Task Force; markets and recruits new businesses and employers to the City, helps retain existing businesses and assists both in navigating permitting, licensing and regulatory processes.

**DISTINGUISHING FEATURES OF THE CLASS:** Responsible for developing, managing and implementing an economic development program for the City. Work includes developing and implementing a City-wide economic development plan and resulting marketing/economic plans for business recruitment, retention and development. Responsible for the supervision of economic development staff and contractors. Incumbent has considerable independence in contacts with business firms, official and business organizations, and others under the supervision of the Director of Planning and Zoning. Oversees and is responsible for the implementation of the City's Small and Minority Business enterprise initiatives. Work is evaluated in terms of the Economic Development Plan and identified goals and objectives.

**EXAMPLES OF WORK:** (Illustrative only)

- Develops, promotes and executes a comprehensive Economic Development Plan for the City which guides efforts for recruiting new businesses and employers, building the tax base and retaining existing businesses;
- Hires contractors and oversees their work related to specific economic development projects and programs;
- Manages the Economic Development Division in the Department of Planning and Zoning;
- Actively and strategically markets Annapolis based upon its identified strengths and works to mitigate challenges;
- Supports the growth of the traditional business centers and the maritime industry;
- Serves as grants administrator, liaison, and representative to programs such as the Main Street program in partnership with Main Streets Annapolis and the Arts and Entertainment District;
- Assists existing and new companies by identifying financing tools available in County, State and Federal programs;
- Partners with the Anne Arundel Economic Development Corporation to market the City and to recruit and retain businesses;
- Builds effective coalitions with business associations for the promotion and support of new and existing businesses;

- Supports tourism as a function of economic development and works closely with the Convention and Visitors Bureau and other key partners;
- Develops programs to service traditional business districts within the City and helps address concerns or challenges as they arise;
- Compiles and maintains critical information desired by potential business prospects, such as economic data, land and structure information, market data and business support resources in order to provide a consistent and reliable source of information about the benefits to locating in Annapolis;
- Coordinates special events, seminars, and conferences as deemed appropriate for economic development;
- Promotes sustainable economic development and ensures that diverse business and job opportunities are accessible and relevant to all segments of the community;
- Develops advertising and media placement plans in conjunction with the Communications Officer; initiates and follows-up on prospects and contacts; makes visits to interested businesses and firms;
- Introduces potential businesses and firms to resources and advantages of the City, both in general and with specific locations;
- Maintains contact with local and regional organizations having shared interest in economic development within the City and region;
- Works with City staff to assist businesses to successfully navigate permit, licensing and regulatory processes;
- Performs related work as required.

**REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:** Thorough knowledge of principles, practices and techniques of planning, formulating, analyzing and implementing economic development programs and activities; thorough knowledge of funding sources and their interests and limitations, and of real property resources and values. Thorough knowledge of the location and other requirements of business firms operating in the City as well as of possible expansion needs. Considerable knowledge of marketing, media and other avenues of recruiting business firms; ability to represent the City's program effectively in person, verbally or in writing. Strong ability to establish and maintain effective working relationships with economic development partners, entrepreneurs, financing sources, business associations and City and other public agencies.

Graduation from an accredited four-year college or university with major course work in business, planning, real estate, or a related field; considerable experience in commercial or industrial real estate site acquisition and development or in business and industrial financing; and possession of a valid Motor vehicle operator's license.

**AMERICANS WITH DISABILITIES ACT:**

Physical Ability: Ability to work at desk in office and to observe activities in the field and office.

Visual Ability: Sufficient to operate a vehicle by both day and night, to observe city activities taking place, to read and write reports, correspondence, instructions, etc.

Hearing Ability: Sufficient to hold conversation with other individuals both in person and over a telephone.

Speaking Ability: Sufficient to communicate effectively with other individuals in person and over a telephone.

Freedom from mental disorders which would interfere with performance of duties as described.