

## BUSINESS DEVELOPMENT AND PUBLIC AFFAIRS MANAGER

**Department:** Economic Development      **Classification/Grade:** M 3  
**Division:** \_\_\_\_\_      **FLSA Status:** Exempt; At Will  
**Reports to:** Economic Development Dir.      **Date Approved:** \_\_\_\_\_

*Job descriptions/specifications are only intended to present a descriptive summary of the range of duties, tasks, and responsibilities associated with specified positions. Therefore, descriptions/specifications may not include all duties performed by the individual. In addition, description/specifications are intended to outline the minimum qualifications necessary for entry into the position/class and do not necessarily convey the qualifications of incumbents within the position/class.*

### **DEFINITION**

Under limited supervision of the Economic Development Director, plans and coordinates the activities and operations of the City's business development/marketing activities and public affairs efforts. Provides innovative leadership, develops and implements strategic plans, policies, and procedures, and coordinates assigned activities with other departments, outside agencies and the general public; provides internal and external communications to promote City government services and programs and responds to inquiries from the media and the public. Serves at the pleasure of the City Manager, subject to the terms of an employment agreement.

### **ESSENTIAL JOB FUNCTIONS AND RESPONSIBILITIES**

**(Essential functions are those functions that the individual who holds the position must be able to perform unaided or with the assistance of reasonable accommodation.)**

1. Serve as a representative of the City of Mesquite, demonstrating a positive attitude and progressive actions through the display of professionalism, courtesy, and appropriate tact and discretion in all interactions with other employees and with the public.
2. Initiates and responds to media inquiries.
3. Arranges media interviews and organizes press conferences for City departments, Elected Officials and staff.
4. Develops media releases of pertinent information regarding City of Mesquite operations.
5. Develops media strategies for departmental issues.
6. Provides management with guidance, strategies and alternatives on how to represent programs and issues to the media and public.
7. Develops public outreach strategies to disseminate information to City of Mesquite residents and businesses
8. Refers controversial, high profile or politically sensitive issues to City Manager or Mayor for resolution or response.
9. Coordinate economic development activities within the area of assigned responsibility, including the (1) development, implementation and maintenance of short and long range goals, objectives and strategic plans for economic development; (2) actively promote retention and expansion of existing businesses; (3) assist in recruitment of new primary commercial industries to the City; (4) targeted marketing of vacant or underdeveloped sites.
10. Conduct strategic planning for economic development for the City. Identify the mix of retail, commercial, industrial, and tourist-related activities which would result in a healthy local economy.
11. May serve as chairperson or member of the appointed Economic Development Commission.
12. Develop and maintain inventory of retail, commercial business and industrial location opportunities.
13. Develop and implement comprehensive business retention and expansion programs.
14. Research, develop and market economic incentives to increase the attractiveness of sites that are vacant or underdeveloped; and identify and develop sources of project funding, including grant preparation and administration.

15. Negotiate public/private partnerships which could involve site assembly, condemnation, creative financing and multi-party participation.
16. Market targeted sites locally, regionally, and nationally.
17. Supervise and perform technical analysis and interpretation of pertinent economic, demographic and physical data relating to economic revitalization.
18. Represent the City with public and private officials, retailers, developers, related special interest groups, community organizations, and the general public to promote cooperation and gain support for economic activities within the city.
19. Assist and advise the general public with regard to all aspects of economic development
20. May make presentations and appear before various foreign dignitaries, governing bodies, community organizations, special interest groups, and the public soliciting input, explaining recommendations and/or offering clarification on economic development matters.
21. Prepare written and graphic reports containing specific recommendations on economic development matters.
22. Review economic development policies and programs in other cities and develop recommendations regarding how these might be implemented in Mesquite.
23. Utilizing a computer, collect, organize, tabulate, interpret and accurately summarize information and prepare technical reports.
24. Maintain historical files on economic activities.
25. Provide supervision to subordinate staff on their assigned projects.
26. Perform other related duties as assigned
27. Be dependable and meet acceptable attendance requirements at all times.
28. Follow all applicable safety rules and regulations

#### **OTHER JOB FUNCTIONS:**

- A. Perform other related duties as assigned

#### **QUALIFICATIONS**

The degree of knowledge and ability as outlined under this section is that which is necessary to satisfactory perform the essential functions of this position.

##### **Knowledge of:**

- Thorough working knowledge of operational characteristics, services and activities of a municipal redevelopment program.
- Principles of local economic development and marketing.
- Principles and practices of urban planning, community development and real estate.
- Principles and methods of public and business administration, including public relations and image building.
- Principles and methods of data collection and statistical analysis.
- State and federal environmental provisions related to development and redevelopment.
- Strategic and long-range planning.
- Principles and techniques of effective supervision of assigned staff.
- Techniques of research analysis and competitive positioning.
- Procedures and methods in use and operation of computer software, and web/internet.
- Methods of report preparation and presentation.
- Grant application preparation and processes.

##### **Ability to:**

- Interact effectively and maintain the trust of Mayor, City Council, City Manager, other City employees, and the public.
- Analyze economic studies, financial statements, marketing studies, plans, specifications and bid documents. Interpret and explain City redevelopment policies and procedures.
- Assist in the development of effective economic development and marketing programs.

- Establish and maintain effective working relationships with those contacted in the course of work.
- Work independently, use considerable judgment, and be an excellent problem solver.
- Negotiate contractual agreements related to development/redevelopment or properties.
- Work with diverse groups toward common goals.
- Perform research and investigative work.
- Communicate clearly and concisely both orally and in writing.
- Maintain records and prepare reports.
- Properly interpret and make decision in accordance with applicable laws, regulations, and policies.
- Analyze facts and exercise sound judgment in arriving at conclusions.
- Travel in the promotion of economic development projects.
- Work non-standard hours such as evenings, weekends and holidays.
- Oversee implementation of grants and other awards or contributions.
- Prepare grant applications and manage all aspects of the grant process.
- Prepare complete and accurate reports.
- Supervise, evaluate, and train staff.

**Experience, Education and Training:**

Any equivalent combination of training, education and experience which provides the individual with the required knowledge, skills, and abilities to perform the job. A typical way to obtain the required knowledge and abilities would be:

Education: Bachelor’s Degree in Business Administration, Public Administration, Economics, Marketing or closely related field is preferred.

Completion of required courses heading to Professional recognition as a Certified Economic Developer (CEcD) as given by the International Economic Development Council (IEDC)

Experience: Five years of progressively responsible administrative experience in economic development including 3 years at the management level preferably in municipal government. An advanced degree in one of the above fields may be substituted for 2 years experience, as can extensive experience (more than 5 years) in successful grant writing and grant administration.

License or Certificate: Must possess, at the time of employment and continuously throughout employment, a valid Nevada Class “C” driver’s license.  
Certified Economic Developer (CEcD) status is desirable

**WORKING CONDITIONS**

Work is performed under the following conditions:

Duties require sufficient mobility to work in a typical office setting and use standard equipment; sufficient vision with or without correction to read printed materials and video terminal screen, hearing and speech acuity to communicate in person and over the telephone, physical strength, stamina and mobility to occasionally walk on level, uneven or slippery surfaces, climb stairs, work out of doors and travel via automobile, train, airplane to out-of-state locations. Physical exertion present due to occasional bending, reaching, twisting, stooping, walking and standing. Must be able to carry/lift/push or pull loads of up to 25 lbs.

**NOTE:** As a condition of employment, incumbents in this position are restricted for one year following the date of termination from working as a real estate agent or broker for properties within the City of Mesquite.

The City of Mesquite is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the City will provide reasonable accommodation to qualified individuals. The City of Mesquite encourages both incumbents and individuals who have been offered employment to discuss potential accommodations with the employer.