

## ECONOMIC & REDEVELOPMENT ASSOCIATE

**Department:** Economic & Redevelopment  
**Division:** \_\_\_\_\_  
**Reports to:** Economic & Redevelopment Dir

**Classification/Grade:** 30  
**FLSA Status:** Non-Exempt  
**Date Approved:** July 2011

*Job descriptions/specifications are only intended to present a descriptive summary of the range of duties, tasks, and responsibilities associated with a specified position. 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 the direct supervision of the City's Economic, Redevelopment and Public Affairs Director, perform diversified activities related to job creation through business expansion and retention, City branding campaigns, utilization of local infrastructure for business development, team building and effective public-private partnerships. Must be proactive and creative in performing a variety of technical and professional duties including research, writing, editing, graphic design, event coordination, and relationship building. Responsible for searching for funding sources and incentives for projects. Will be responsible for a variety of other duties as needed.

### **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.)**

- Serve as a positive representative of the City of Mesquite, demonstrate excellent customer service skills, positive attitude and proactive actions through the display of professionalism, courtesy, and appropriate diplomacy and discretion in all interactions with the public and other employees. Must be dependable and meet acceptable attendance requirements.
- Prioritize and coordinate workload to meet specific timelines.
- Under supervision of the economic, redevelopment and public affairs director, perform administrative work at a professional level for economic development, redevelopment and public affairs activities.
- Be dependable and meet acceptable attendance requirements at all times.
- Follow all applicable safety rules and regulations.

### ***REDEVELOPMENT (RDA)***

- Research and implement Best Practices of redevelopment policies and programs in other cities and regions.
- Assist in marketing and administering RDA grant programs.
- As a redevelopment "project coach," assist relocating or expanding businesses in the RDA through the planning and permitting process.

### ***ECONOMIC DEVELOPMENT***

- Utilizing all resources available; collect, organize, tabulate, interpret and accurately summarize information and prepare technical reports. These reports will include economic development/business data sheets, due diligence materials, relevant information for site visits and other materials as needed.
- Develop and maintain exceptional printed, internet and video materials for business recruitment and marketing of the City to citizens, businesses, visitors and non-profit organizations.
- Assist Director and other staff with planning and execution of City sponsored public events.
- Assist Director in identification of business development opportunities to produce a dynamic economy.

- Identify and develop sources of project funding and incentives including grant preparation (research and writing), and administration for City programs and businesses.
- Identify target markets and industries for possible relocation of businesses (local, regional and national) to the City.
- Research Best Practices of economic development policies and programs in other cities and regions.
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***PUBLIC AFFAIRS***

- Assist with media relations and generate opportunities for media exposure for the City.
- Responsible for common pages of City website content including updating and researching new ways to engage and serve the public need for information and service. Produce and upload video highlights to website and other appropriate sites.
- Search internet for opportunities to improve or provide updated information, photos and video of the City on other websites and search engines

***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:**

- Theory, principles and practices of economic development, redevelopment, marketing and public relations.
- Theory, principles and practices of community planning, including techniques for the development of various aspects of a master plan, redevelopment plan, environmental plan, and other city plans.
- Application of land use, physical design, economic, environmental, and/or social concepts to the planning process. Technical writing skills.
- Principles of geographic information systems
- Microsoft Word, PowerPoint and Excel, or similar word processing, presentation and spreadsheet programs.
- Customer service needs and delivery, with an emphasis on problem solving.

**Ability to:**

- Communicate effectively with the public and other employees with tact and diplomacy.
- Make field investigations and work with the public in a polite, professional, and effective manner.
- Present concise and accurate written reports.
- Use desktop GIS tools such as ESRI, ARCGIS and Zoning Analyst.
- Work alone and as part of a team.

**Experience, Education and Training:**

An 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, marketing communications, city planning or similar field or a related field may also be considered in combination with relevant work experience.

Experience: Two (2) years of experience in economic development, redevelopment, marketing communications or city planning.

License or Certificate: Must possess, at the time of employment and continuously throughout employment, a valid driver’s license.

## **WORKING CONDITIONS**

Work is performed under the following conditions:

Duties require sufficient mobility to work in a typical office setting and use standard office equipment; sustained posture in a seated position for prolonged periods of time; standing and conversing with the general public, builders, and developers; vision to read printed materials and a VDT screen; and hearing and speech to communicate in person or over the telephone. Moderate physical exertion is required due to occasional bending, twisting, reaching, kneeling, and walking. Must carry/lift/push or pull loads of up to 40lbs.

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.

Created revised and approved: May 2010  
July 2011