

To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions herein described. Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in the job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in this job description.

Economic Development Director

Department: Administration

Pay Grade: 520

FLSA Status: Exempt

Job Code: A118

JOB SUMMARY

The purpose of this classification is to direct and manage the economic development activities of the City of Roswell. Under the administrative supervision of the City Administrator, this position will work closely with City Mayor and Council, all City departments, partner-organizations, and outside public and private entities to pursue and secure economic development opportunities advantageous to the City.

ESSENTIAL JOB FUNCTIONS

The Economic Development Director must:

- Be a key, reliable team-member that works well with the Mayor and City Council, the City's Executive Team and city staff.
- Serve as the City's chief economic development strategist with the continuous goal of putting the City of Roswell on the international economic development map. Lead the development of short- and long-range economic development plans. Promote business growth, retention and attraction to secure a strong revenue base for the City.
- Lead the implementation of all Council approved economic development objectives in the City Strategic Plan and the 2040 Comprehensive Plan. Work with the Mayor, Council and City Management to create and implement a City Master Plan.
- Identify opportunities for development and redevelopment projects.
- Develop budgets and seek opportunities to promote economic development incentives that are in the best interest of the citizens of Roswell.
- Act as liaison between internal departments, external organizations and individual businesses. Work closely with outside partner agencies, such as Roswell Inc., Roswell

Convention and Visitor's Bureau, Roswell Downtown Development Authority, North Fulton Community Improvement District, all regional Chambers of Commerce, business groups, and other economic development and governmental agencies to ensure the City's successful economic development program.

- Perform market research and gather economic data. Prepare reports about economic development and redevelopment and real estate activities for Mayor, Council and City Management. Provide policy recommendations based on data.
- Serve as spokesperson on the City's economic development efforts. Be expected to make presentations to civic, community and business groups to articulate and promote Roswell's development plans and strategies.
- Work with developers, individuals and businesses to structure financial and/or development partnerships (P3).
- Prepare development agreements, negotiate on behalf of the City; seeking creative solutions to finalize projects that benefit both the City and the public and private entities.
- Direct efforts to recruit, retain and expand business.
- Establish and manage programs to facilitate projects that result in capital investment and job creation.
- Act as chief marketing strategist for the City of Roswell. Represent the City at events to attract businesses. Attend conferences and trade shows to stay up-to-date with industrial trends.
- Perform other related duties as required.

MINIMUM QUALIFICATIONS

Education and Experience:

Bachelor's degree from an accredited college or university in business, economics, public administration, marketing, planning, finance, or related field supplemented by ten (10) years of progressive and direct experience in economic development related activities, or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job. Preference may be given to those candidates with a Master's degree in economics, public administration, planning, or closely related field and to Certified Economic Developers (CEcD). Experience in managing P3 projects highly desirable.

Licenses or Certifications:

- Possess and maintain a valid Georgia Driver's License with a satisfactory motor vehicle record (MVR).

Knowledge, Skills and Abilities:

- Thorough knowledge of City, County, State and Federal ordinances, laws, and regulations and administrative policies governing municipal governmental administration.
- Thorough knowledge of City's administrative policies and procedures.
- Thorough knowledge of management principles and supervisory practices.
- Ability to prepare and maintain complex records and reports.
- Ability to synthesize, hypothesize, and/or theorize concerning data involving modification of existing policies, strategies and/or methods to meet unique or unusual conditions; and

the ability to do so within the context of existing organizational theories and management principles.

- Ability to function in a managerial capacity for a division or organizational unit. Includes the ability to make decisions on procedural and technical levels.
- Ability to operate, maneuver and/or control the actions of equipment, machinery, tools, and/or materials used in performing essential functions.
- Ability to utilize a wide variety of reference, descriptive, advisory and/or design data and information.
- Ability to perform addition, subtraction, multiplication and division; ability to calculate decimals and percentages; may include ability to perform mathematical operations involving basic algebraic principles and formulas, and basic geometric principles and calculations.
- Ability to apply principles of logical or synthesis functions; to deal with several concrete and abstract variables; and to analyze major problems that require complex planning for interrelated activities that can span one or several work units.
- Ability to exercise judgment, decisiveness and creativity in situations involving broader aspects of organizational programs and operations, moderately unstable situations, or the direction, control and planning of an entire program or set of programs.

PHYSICAL DEMANDS

The work is sedentary to light which requires the ability to exert light physical effort, but which may involve some lifting, carrying, pushing and/or pulling of objects and materials of light weight (5-10 pounds). Tasks may involve extended periods of time at a keyboard or work station. Tasks also require the ability to perceive and discriminate sounds and visual cues or signals. Some tasks require the ability to communicate orally.

WORK ENVIRONMENT

Work is regularly performed without exposure to adverse environmental conditions.

The City has the right to revise this job description at any time. This description does not represent in any way a contract of employment.

The City of Roswell, Georgia commits to a policy of equal employment opportunity for applicants and employees, complying with local, state and federal laws. The City's policy is to employ qualified persons without discrimination regarding race, creed, color, religion, age, sex, country of national origin, marital status, disability, sexual orientation, gender identity, genetic information, political affiliation, ethnicity, or status in any other group protected by federal/state/local law.