

**CITY OF LAUDERHILL  
CLASS DESCRIPTION, 2020**

**POSITION TITLE: ECONOMIC DEVELOPMENT COORDINATOR II**

**GENERAL DESCRIPTION OF DUTIES**

Under general direction of the Finance and Support Services Director, the purpose of the position is to conduct marketing and research work in implementing the City's Economic Development Strategic Plan. Employees in this classification perform complex administrative work and supervisory functions in support of the department's oversight of economic development programs. Performs related work as directed.

**SPECIFIC DUTIES AND RESPONSIBILITIES**

**EXAMPLES OF ESSENTIAL FUNCTIONS**

Coordinates day-to-day operations related to the Economic Development Division's activities, including but not limited to the City's business recruitment, retention and expansion efforts, as well as, general City marketing and media communications.

Coordinates projects and marketing strategies by working with city staff and community leaders to determine needs, analyze trends, schedule and coordinate meetings, implement strategies, prepare and submit reports, and develop solutions and strategy analyses.

Coordinates, implements and evaluates operations of specific assigned programs; examples include entrepreneurial training programs, building and maintaining community relationships by representing the city as a liaison for the division, reporting and/or presenting to community groups, and serving on various committees.

Performs full range of supervisory functions such as hiring, training, assigning work, setting standards, reviewing work, evaluating, and counseling; recommends discipline and discharge to the Finance and Support Services Director.

Conducts research to identify emerging needs, trends, and services related to assigned area of offerings; compiles and analyzes data.

Conducts business retention visits, compiles data resulting from visits, logs all relevant data, and reports annually on trends with recommendations as to programs or policies to assist in business support.

Assists in site analysis by preparing information packets, working with developers, realtors and area landowners, researching properties and businesses, and participating in the facilitation of prospect tours.

Prepares proposals to clients and responds to inquiries/requests for information.

Designs and implements marketing and/outreach materials to ensure public exposure to program offerings through print publication design, website editing, social media, e-newsletters, direct mail and other applicable media.

Coordinates meeting opportunities through prospect analysis and contact strategies in preparation for trade shows and targeted market visits.

Documents, tracks, and generates reports regarding the Department's efforts through a client-tracking database.

## **ECONOMIC DEVELOPMENT COORDINATOR II**

Assists in developing, utilizing, and monitoring program budgets.

Identifies funding sources for programs; participates in writing and administering grants. Represents the City at Chamber of Commerce meetings and Economic Development Council meetings with strategic partner agencies.

Facilitates and attends monthly, quarterly and/or annual business attraction events on behalf of the City and Community Redevelopment Agency (CRA).

Coordinates marketing efforts for the establishment and implementation of the Business Improvement District.

Prepares updates to community demographic information and maintains current data on the Economic Development and CRA websites.

Assists with processing and reviewing all economic development incentive applications.

Coordinates with local resource partners on matters such as workforce development, small business initiatives, financing mechanisms, business retention/expansion, etc.

Ensures project compliance with applicable internal and external requirements.

Performs related duties as assigned.

The list of essential functions, as outlined herein, is intended to be representative of the tasks performed within this classification. It is not necessarily descriptive of any one position in this class. The omission of an essential function does not preclude management from assigning duties not listed herein if such functions are a logical assignment to the position.

### **MARGINAL FUNCTIONS**

While the following tasks are necessary for the work of the unit, they are not an essential part of the purpose of this position and may be performed by other unit members.

Performs routine office functions such as faxing, filing, answering phones and servicing office machines.

Performs related duties as requested.

### **MINIMUM TRAINING AND EXPERIENCE**

Bachelor's degree in Business Administration, Public Administration, or a related field; and three (3) years of directly related experience in economic development, business attraction and/or development research or community development planning; or an equivalent combination of education, training, and experience.

### **SPECIAL REQUIREMENTS**

State of Florida Driver's License

Proficiency in using the internet

Proficient in Microsoft Word, Excel, Access and PowerPoint

## ECONOMIC DEVELOPMENT COORDINATOR II

### PERFORMANCE APTITUDES

**Data Utilization:** Requires the ability to coordinate, manage, strategize, and/or correlate data and/or information. Includes exercise of judgment in determining time, place and/or sequence of operations. Includes referencing data analyses to determine necessity for revision of organizational components.

**Human Interaction:** Requires the ability to apply principles of persuasion and/or influence.

**Equipment, Machinery, Tools, and Materials Utilization:** Requires the ability to operate, maneuver and/or control the actions of equipment, machinery, tools, and/or materials used in performing essential functions.

**Verbal Aptitude:** Requires the ability to utilize a wide variety of reference and descriptive data and information.

**Social and Interpersonal Communication Skills:**

Position requires professional social and interpersonal communication skills, including the ability to function in a major organizational unit requiring significant internal and external interaction.

**Mathematical Aptitude:** Requires the ability to perform addition, subtraction, multiplication, and division; ability to calculate decimals and percentages; may require ability to utilize principles of fractions and/or interpret graphs.

**Functional Reasoning:** Requires ability to apply principles of rational systems. Ability to interpret instructions furnished in written, oral, diagrammatic, or schedule form. Ability to exercise independent judgment to adopt or modify methods and standards to meet variations in assigned objectives.

**Situational Reasoning:** Requires the ability to exercise the judgment, decisiveness and creativity required in situations involving the evaluation of information against sensory, judgmental, or subjective criteria, as opposed to that which is clearly measurable or verifiable.

### ADA COMPLIANCE

**Physical Ability:** Tasks involve the ability to exert very light physical effort in sedentary to light work, involving some reaching, handling, fingering and/or feeling of objects and materials.

**Sensory Requirements:** Some tasks require the ability to perceive and discriminate colors or shades of colors. Some tasks require the ability to perceive and discriminate sounds. Some tasks require the ability to perceive and discriminate tastes. Some tasks require the ability to perceive and discriminate odors. Some tasks require the ability to perceive and discriminate depths. Some tasks require the ability to perceive and discriminate textures. Some tasks require visual perception and discrimination. Some tasks require oral communications ability.

**Environmental Factors:** Tasks are regularly performed with some exposure to adverse environmental conditions, such as dirt, dust, pollen, odors, wetness, humidity, rain, fumes, temperature and noise extremes, machinery, vibrations, electric currents, traffic hazards, animals/wildlife, toxic/poisonous agents, violence, disease, or pathogenic substances.

The City of Lauderhill is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the City of Lauderhill will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.

**ECONOMIC DEVELOPMENT COORDINATOR II**

**DEPARTMENTAL USE ONLY**

Classification: Managerial  
Grade: 49  
Salary Range: \$58,332 - \$84,538  
Date Approved: