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Grade: 55  
FLSA: E  
WC Code: 8810  
EEO Code: 10  
EEO Job Category: Professional

## **CITY OF LAUDERHILL, FLORIDA JOB DESCRIPTION**

**JOB TITLE: ECONOMIC DEVELOPMENT MANAGER**

### **GENERAL STATEMENT OF JOB**

The purpose of the position is to develop, implement and manage an innovative economic development plan and strategies to promote and support the growth, expansion, and retention of businesses within the City of Lauderhill in support of the City's Economic Development Strategic Plan, under general direction of the Finance Director. Employees in this classification perform complex supervisory functions in support of the Finance Department's oversight of economic development programs.

### **ESSENTIAL FUNCTIONS**

**The following knowledge, skills, and abilities, as outlined herein, are intended to be representative of the type of tasks performed within this position. They are not listed in any order of importance. The omission of specific statements of the duties or functions does not exclude them from the position if the work is similar, related, or a logical assignment for this description. Other duties may be required and assigned.**

Coordinates, manages, and tracks City of Lauderhill SBE Minority Business vendor programs that assist small businesses obtain commercial contracts and customers.

Coordinates projects to acquire, sell or lease property; evaluates the City's economic development and/or real estate needs; and supervises the maintenance of all City real property records.

Consults with City officials and senior level staff regarding current and projected economic development projects and use of City-owned real estate and requests to purchase, sell or lease property.

Represents the City in real estate matters, as assigned; assigns and reviews the work of real estate agents engaged in the purchase, sale or lease of real estate and the relocation of persons displaced as a result of City property acquisition projects.

Meets with City department officials, as assigned, to discuss real estate needs, and makes recommendations to assist departments in effectively meeting their real estate needs.

Negotiates and manages contracts with real property appraisers and title companies; monitors completion of contractual work and advises on property purchases and budgetary considerations.

Assists with all City programs directed toward current and future businesses.

Reviews and interprets plans, which may include real estate-related concerns.

Prepares for all transactions, management documents, reports and records of real property related to City government concerns; maintains an inventory of all property the City owns.

Contacts prospective developers or tenants and business prospects and conducts discussions for the purpose of attracting and developing businesses; maintains contact with these prospects.

Assesses economic strategies and develops effective plans and programs based on current conditions and trends; assists in the preparation of an overall economic development program.

Assists businesses with research, studies, data gathering, site location, sources of financing, preparation of submittal of business prospectus, etc., throughout the development or expansion process and other relevant projects.

Conducts research projects on general geographic areas or on specific sites, notes changes in socioeconomic characteristics of the area, prepares financial analysis of costs, and projects probable costs of various forms of development.

Acts as liaison to a variety of community and business development organizations.

Coordinates, plans, participates in and/or sponsors economic development trade fairs and small business workshops.

Develops the City's comprehensive economic development plan including data on business conditions, attraction and retention strategies and goals, neighborhood commercial development opportunities, international, national and other marketing plans, strategies for securing private investment in the City's economic development projects, and the development of financing proposals, loans, or grant programs.

Coordinates with the City Manager, other City departments, the Community Redevelopment Agency (CRA), and other public, private and non-profit agencies and groups to identify economic development goals, strategies, and projects to enhance economic development, promote business retention and development, and promote job creation in the City.

Manages operations of the Economic Development program, including program development and administration, staffing, budget management, coordination of capital projects, and office operations.

Supervises staff in the Economic Development Division.

Develops and administers economic development incentive programs.

Acts as liaison with private and public stakeholders to promote the City's economic development plan goals, strategies, and projects.

Develops and fosters relationships with local business owners to help in business retention and growth throughout the community.

Meets with representatives of local lending institutions and advises them of economic development projects to solicit their support and participation.

Establishes and executes marketing campaigns to attract new businesses to the City.

Develops strategies to create an entrepreneurial climate with the goal of increasing the tax base for the City.

Acts as a liaison to the City's CRA to support the City's redevelopment plans.

Assists and coordinates large event participation by City businesses and serves on taskforce committee.

Partners with local businesses and other agencies, associations and organizations to promote, market and develop ecotourism in the community.

Prepares reports on economic development trends, opportunities, and threats to the City's economic health.

Provides review of economic development financial proposals for reasonableness and feasibility.

Responsible for assisting City departments with building business partnerships, public/private partnerships, trust and credibility throughout the community.

Interacts with a wide array of organizations to build awareness of the City's small business and corporations, and economic development programs.

Attends industry related meetings, conferences, serves on committees, and makes speeches or presentations as needed.

Maintains comprehensive and current knowledge of applicable laws/regulations; maintains an awareness of new trends and advances in the profession; reads professional literature; maintains professional affiliations; attends workshops and training sessions as appropriate.

Serves as liaison and City's Economic Development representative at Chamber of Commerce meetings and Economic Development Council meetings with strategic partner agencies.

Performs related duties as directed.

### MINIMUM QUALIFICATIONS

- Bachelor's degree in Business Administration, Public Administration, Marketing, Economics, Real Estate, Urban Planning or closely related field; **AND**
- Five (5) years of progressively responsible experience in economic development, business attraction and/or development research or community development planning; **AND**
- Three (3) years of supervisory experience; **AND**
- Valid State of Florida Driver's License

*If no applicants meet the minimum qualifications, an equivalent combination of education, training, experience, and preferred qualifications may be considered.*

### PREFERRED QUALIFICATIONS

- Master's Degree in Business Administration, Public Administration, or closely related field

### ADDITIONAL REQUIREMENTS / ENVIRONMENTAL FACTORS

Driving Requirements: The ability to drive and operate a personal or City vehicle intermittently throughout the work day or work week.

Physical Requirements: The ability to exert moderate, though not constant, physical effort, which may involve some combination of climbing, balancing, stooping, kneeling, crouching, crawling, and/or lifting, carrying, pushing, and/or pulling of objects and materials of moderate weight (12-20 pounds).

Motor Coordination: The ability to coordinate eyes, hands, and feet to utilize and operate office tools, equipment, and machinery; and to handle, sort, and organize documentation.

Sensory Requirements: The ability to perceive and differentiate audio and/or visual cues or signals; and to perceive and differentiate depths, and/or textures.

Form/Spatial Aptitude: The ability to inspect items for proper length, width, and shape; and to visually read various information.

Color Discrimination: The ability to differentiate between colors or shades of color.

Communication: The ability to effectively communicate with City employees, stakeholders, and the general public verbally and/or in writing as needed to exchange information, coordinate work activities, and resolve matters.

Human Interaction: The ability to apply principles of persuasion and/or influence.

Intelligence: The ability to apply common sense understanding to perform tasks.

Functional Reasoning: The ability to apply principles of rational systems, such as motivation, incentive, and leadership; to interpret instructions furnished in written, oral diagrammatic, or schedule form; and to exercise independent judgment to adopt or modify methods and standards to meet variations in assigned objectives.

Situational Reasoning: The ability to exercise the judgment, decisiveness, and creativity required in situations involving the evaluation of information against sensory, judgmental, measurable, verifiable, or subjective criteria.

Data Conception: The ability to coordinate, manage, strategize, and or correlate data and/or information; and to exercise discretion in determining actual or probable consequences, and in identifying solutions or alternatives.

Mathematical Aptitude: The ability to add, subtract, multiply, divide, and calculate numbers, decimals, and percentages; and to interpret numerical data and graphs to create reports and/or develop forecasts.

## **EQUAL OPPORTUNITY EMPLOYER**

The City of Lauderhill, Florida, is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act (42 U.S. C. 12101 et. seq.), 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. The physical demands described are representative of those that must be met by an employee to successfully perform the essential functions of this job.

## **VETERANS' PREFERENCE**

Certain servicemembers and veterans, and the spouses and family members of such servicemembers and veterans, receive preference and priority in the City's hiring process. Additionally, certain servicemembers may be eligible to receive waivers for postsecondary educational requirements in employment by the City.