

JOB DESCRIPTION

JOB TITLE: Economic Development Coordinator
DEPARTMENT: Community Development
REPORTS TO: Economic Development Manager **DATE:** August, 2015
EMPLOYEE UNIT: Management, Professional, & Confidential
FLSA EXEMPT: Yes

JOB SUMMARY: Under general supervision of the Economic Development Manager, provides direction and project leadership for Economic Development activities and programs, develops marketing strategies designed to promote Morgan Hill as a business destination and serves as a City liaison with businesses, community organizations, and real estate brokers, developers and investors.

CLASS CHARACTERISTICS: This position reports directly to the Economic Development Manager. This is a single position class responsible for planning and organizing citywide marketing plans, economic development and promotional activities. The Economic Development Coordinator must exercise a high degree of professionalism and independent judgment in carrying out his or her work. May direct other professional and technical staff.

ESSENTIAL FUNCTIONS, RESPONSIBILITIES, AND EXPECTED OUTCOMES:

The following essential duties, responsibilities, and expected outcomes are performed personally, in cooperation with the Economic Development Manager and the Assistant City Manager for Community Development and/or in coordination with other City staff, consultants, advisors, operating partners, community groups, and other public and private organizations. Additional duties may be assigned.

Leads business retention and attraction efforts that result in increased industry jobs and economic growth in Morgan Hill.

- Assists in the design and implementation of economic development strategies and programs related to business attraction, business expansion, and retention.
- Duties can involve research, writing, presenting staff reports, project management, data collection and analysis, visits to local businesses and facilitating business prospects.
- Works closely with other City departments to facilitate permit processing of economic development projects.
- Acts as a City liaison and discusses issues concerning economic development, business financing and employment generation with representatives of professional and employer groups, the financial community, community organizations, and individuals.
- Attends tradeshow and conferences to generate interest in the City.

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Assists with marketing, branding and promotional efforts that result in new commercial investment and ultimately increase property and sales tax revenue in Morgan Hill.

- Develops, writes, edits and produces promotional materials to create public awareness of programs.
- Provides creative writing and other technical assistance for a variety of collateral materials including news releases, brochures, and audio/video scripts.
- Manages the Economic Development website and related social media.
- Serves as internal consultant to other departments on marketing issues.
- Coordinates development and property search function on City's, Silicon Valley Economic Development Alliance's and related websites.
- Coordinates the City's economic development promotional activities and efforts with those of other public and private sector agents and community groups.
- Plans and implements marketing and promotion of City programs, and assists in the management of related budgets.

Prepares, submits and administers programs and policies that streamline permitting processes and improve economic climate.

- Prepares written and oral reports for boards, trade associations, and City leaders.
- Responds orally and in writing to inquiries and provides information for the public on services and programs.
- Coordinates the preparation and implementation of special projects and events.

Performs other job-related responsibilities as evident or directed by supervisor.

QUALIFICATION REQUIREMENTS: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Any combination of experience and training that would likely provide the required knowledge, skills and abilities is qualifying.

Education & Experience:

1. A Bachelor's Degree or equivalent from an accredited college with course work in Urban Planning, Economics, Business Administration, Marketing, Public Relations,

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Public Administration, or a closely related field; and,

2. Three (3) years of experience in economic or community development that includes one (1) year of experience in the public sector and/or marketing.

Certificates & Licenses:

1. Possession of a valid California Class C driver's license in compliance with adopted City driving standards.
2. Professional licenses or certificates in a related field are desirable.

Knowledge of:

1. The principle, practices and issues of economic development including business recruitment, expansion and retention;
2. The development process; principles and practices of demographic research and analysis;
3. Principles and practices of writing award proposals; techniques of program management, automated information systems and public presentations;
4. Modern marketing practices; public relations techniques; promotional events planning; writing and editing techniques for a variety of audiences.

Skill in:

1. Public speaking; working with graphics design software;
2. Planning and organizing public relations/promotional programs and campaigns;
3. Research and analysis of market conditions and economic factors.

Ability to:

1. Plan, organize and implement elements of an economic development program.
2. Interpret and apply complex rules, regulations, laws and ordinances.
3. Work with the media; write effective marketing copy, proposals, press releases, speeches, articles, etc.;
4. Use desktop publishing and printing techniques;
5. Establish and maintain effective work relationships with City staff, agencies, organizations, vendors, and the general public.
6. Communicate effectively, both orally and in writing, and make presentations.

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PHYSICAL DEMANDS: Physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. While performing the duties of this job, the employee is regularly required to talk or hear. Employee frequently is required to sit, stand, walk, use hands and fingers to handle or feel objects, tools, or controls; reach with hands and arms; climb or balance; stoop, kneel, or crouch.
2. Employee must occasionally lift and/or move up to 40 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, and depth perception, the ability to adjust focus.

WORK ENVIRONMENT:

1. Employee generally works 90% indoors in a temperature-controlled office, 10% outdoors, and some travel is required.
2. Noise level in the work environment is usually moderate.

CORE VALUES COMMON TO ALL POSITIONS:

- Developing and maintaining a thorough working knowledge of all department and applicable City policies and procedures in order to help facilitate compliance with such policies and procedures by all employees.
- Demonstrating by personal example the service excellence and integrity expected from all employees by representing the City in a professional manner within our organization, to the general public, and with other agencies.
- Developing respectful and cooperative relationships with co-workers, including a willingness to assist newer employees.
- Conferring regularly with and keeping the immediate supervisor informed of all important matters pertaining to those functions and job responsibilities for which accountable.
- Working collaboratively within the organization and community to advance the values of teamwork, innovation, customer service, professional development, and meeting challenges.

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I, _____, have reviewed the City of Morgan Hill's job description for **Economic Development Coordinator**. I understand the expectations and desired outcomes as outlined with appointment to this position.

Employee Signature

Date

City Manager

Date

Initials

Human Resources

Date

Initials