



## JOB DESCRIPTION

*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.*

Position 302

Revised 11/2016

### **Economic Development Specialist**

**Department: 3205 Community Services/Economic Dev.**

**Union Affiliation: None**

**Pay Grade: GE11 (\$43,180.80 - \$69,076.80)**

**EEO Function/Category: 10/02**

**FLSA Status: Exempt**

**Emergency response status: MS**

**Reports-to position: Economic Development Manager**

**Workers' Comp Code: 8810**

#### **JOB SUMMARY**

Under the general supervision of the Economic Development Manager, the Economic Development Specialist assists in the creation of economic development and redevelopment programs, promotes and markets the City as a place to do business, implements strategies to attract and recruit business and industry to Cocoa, and expands and retains existing businesses. The Economic Development Specialist is responsible for preparing and coordinating economic development related committee meetings and maintaining information on utilities, taxes, zoning, transportation, community services, incentive programs and innovative financing tools. The Specialist also assists in implementing the City's annexation program.

#### **ESSENTIAL JOB FUNCTIONS**

- Evaluates economic, statistical and demographic data to analyze best means to attract, retain or expand businesses and/or industries within the city of Cocoa.
- Coordinates activities and/or resolutions of problems/complaints through federal, state and local government agencies (e.g., utilities, local transportation boards, local development departments, etc.).
- Identifies and recruits likely business prospects, responds to new business inquiries, maintains an inventory of available sites/buildings, and aggressively markets suitable sites to such business prospects.
- Promotes retention and expansion of business and industry within the city, develops and maintains a cooperative working relationship with existing businesses, identifies existing business retention and expansion needs, conducts research, and identifies and utilizes available resources to address those needs.
- Maintains and develops contacts with land owners, developers, site consultants, realtors, entrepreneurs, government officials, private industry representatives, chambers of commerce, and economic development related organizations and agencies.
- Promotes the creation of job opportunities and private capital investment and improvements within the city.

- Assists in promoting and implementing the City's Annexation Program.
- Prepares updates to community demographic information and maintains current data regarding the community on the economic development website.
- Assists in the research of and preparation of grant applications for submittal in coordination with the City's Grant Administrator.
- Assists with processing and reviewing all economic development incentive applications.
- Prepares prospect proposals and provides information to site consultants, interfaces and coordinates with the local economic development commission, and responds to the general public regarding economic development projects and initiatives.
- Coordinates with the local resource partners on matters such as workforce development, small business initiatives, financing, business expansion, and more.
- Essential Employees may be required to work during a declared or undeclared emergency.
- Performs other related job duties as assigned.

### **QUALIFICATIONS**

#### **Education and Experience:**

Bachelor's degree in economic development, urban planning, public administration, marketing, finance or a related field with two (2) years' experience in economic or community development, business assistance, commercial development, and/or business retention programs; or an equivalent combination of education, training and experience.

#### **Special Qualifications:**

For positions requiring the operation of City vehicles, must possess a valid current Florida driver's license, or be able to acquire one within 45 days of hire.

#### **Knowledge, Skills and Abilities:**

- Knowledge of principles and practices of economic development, redevelopment and reuse, business retention and recruitment programs, marketing and advertising, real estate, development/redevelopment financing alternatives, and annexation procedures.
- General Knowledge of zoning, comprehensive planning, and site development.
- Skill in applying economic development practices and principles to attract, recruit, retain, and expand businesses.
- Knowledge in applying policies, procedures and standards pertaining to the municipal planning process and interpreting maps, graphs and statistical data.
- Skill in analyzing and systematically compiling technical and statistical information and preparing grants, technical reports, proposals and correspondence.
- Skill in operating a variety of office equipment to include an office computer and a variety of word processing, spreadsheet, analytical, and project management software applications, as well as graphic and presentation programs.
- Ability to work confidentially with discretion in regard to economic development projects.
- Ability to comprehend and understand local, state, and federal programs and/or incentives benefiting economic development initiatives and projects.
- Ability to manage assigned responsibilities with competing demands, changing priorities and required timelines and work under pressure to meet deadlines for economic development opportunities

- Ability to exercise a high degree of sound independent judgment and work within established guidelines with little direct supervision; and interpret and apply applicable laws, codes and regulations and work proactively and utilize innovative techniques and ingenuity in implementing economic development programs.
- Ability to attend evening meetings as required.
- Ability to work in a team environment and establish and maintain effective and cooperative working relationships with city officials and employees, the general public and representatives of other agencies toward the accomplishment of assigned projects.
- Ability to deal tactfully and courteously with the public and maintain composure in difficult and/or stressful situations.
- Ability to gain the trust and cooperation of others to effectively communicate concepts and ideas.
- Ability to communicate effectively and persuasively in a variety of situations, prepare clear and comprehensive written reports, and perform basic and complex mathematical and statistical calculations.
- Ability to exercise a high degree of sound independent judgment and work within established guidelines with little or no direct supervision.
- Ability to solve problems and deal with a variety of variables in situations where little or no standardization exists, interpret a variety of information and instructions furnished in written, oral, diagram, or schedule form.
- Ability to develop, write and implement strategic plans and provide necessary documentation to support economic development program requirements, independently design, plan and conduct research and analysis on basic to complex research projects, and gather, analyze and evaluate a variety of data.

#### **PHYSICAL DEMANDS**

The work is generally sedentary and may require exerting up to 20 pounds of force occasionally and up to 10 pounds frequently or constantly to lift, carry, push, pull or otherwise move objects. Additionally, the following physical abilities are required:

- Dexterity: Primarily with fingers, as in picking, pinching, or typing.
- Grasping: Applying pressure with the whole hand.
- Hearing: Ability to hear and understand at normal speaking levels with or without correction.
- Mental Acuity: Ability to make rational decisions.
- Reaching: Extending hand(s) and arm(s) in any direction.
- Repetitive Motion: Substantial movements (motions) of the wrist, hands, and/or fingers.
- Speaking / Talking: Ability to communicate clearly, accurately and concisely through speech.
- Standing: Particularly for sustained periods of time.
- Stooping: Bending body downward and forward by bending spine at the waist. Occurs to a considerable degree and requires full motion of the lower extremities and back muscles.
- Visual Acuity: Ability to perform activities such as: preparing and analyzing data and figures; transcribing; viewing a computer terminal; and/or extensive reading, operating motor vehicles; including color, depth perception, and field vision.

- Walking: Ability to move on foot for long distances or moving from one work site to another.

**WORK ENVIRONMENT**

Work is performed in a relatively safe, secure, and stable work environment.

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**THIS JOB DESCRIPTION IS NOT INTENDED TO BE AND SHOULD NOT BE CONSTRUED AS AN ALL-INCLUSIVE LIST OF ALL THE RESPONSIBILITIES, SKILLS OR WORKING CONDITIONS ASSOCIATED WITH THE POSITION. WHILE IT IS INTENDED TO ACCURATELY REFLECT THE POSITION ACTIVITIES AND REQUIREMENTS, MANAGEMENT RESERVES THE RIGHT TO MODIFY, ADD OR REMOVE DUTIES AND ASSIGN OTHER DUTIES AS NECESSARY. THIS JOB DESCRIPTION DOES NOT CONSTITUTE A WRITTEN OR IMPLIED CONTRACT OF EMPLOYMENT.**

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**APPLICABLE ONLY TO POSITIONS REQUIRING A COMMERCIAL DRIVER’S LICENSE:** In compliance with Part 382 of the Controlled Substance & Alcohol use and testing section of the DOT Regulations, this employee currently possesses a valid Commercial Driver’s License and is required in the performance of their job to operate vehicles requiring a CDL on a regular, occasional or emergency basis OR will supervise employees in this category:

Yes  No  N/A  Human Resources Initials: \_\_\_\_\_

If “NO” is marked above, Employee agrees to obtain the required license within 120 days of employment.

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*The City has the right to revise this job description at any time. Signatures below do not represent in any way a contract of employment.*

I have read the foregoing job description, understand it, and feel that I am capable of performing all of the necessary requirements as stated above with or without reasonable accommodation.

\_\_\_\_\_  
Employee Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Human Resource Manager Signature

\_\_\_\_\_  
Date