

## **DIVISION DIRECTOR OF BUSINESS & REVENUE DEVELOPMENT**

### **Nature of Work**

- In conjunction with the City Manager, will create strategies to revitalize identified commercial corridors, as well as work to enhance industrial site locations and under-functioning commercial areas.
- Will facilitate international trade development, revenue enhancement activities, and tourism opportunities.
- Provides a wide variety of complex tasks to develop new businesses, and revenue sources.
- Responsible for maintaining a working relationship with existing economic development organizations, local governments, chambers of commerce, existing business and industry.
- Entails dealing with highly confidential and sensitive issues requiring a high degree of discretion and tact, continual inter-departmental relations, and extensive public contact.
- Entails the exercise of extensive initiative and independent judgment. Performance of work is essentially self-generated and under minimal supervisory guidance. Work is reviewed by the City Manager through reports, conferences and effectiveness of results obtained.

### **Minimum Qualification Requirements**

- Graduation from an accredited college or university with a Bachelor's Degree in Economics, Public or Business Administration, or related field and five (5) years of professional experience in the field demonstrating broad knowledge of and exposure to revenue development, marketing and recruitment, economic development or related field; or an equivalent combination of education, training and/or experience.

### **Essential Functions**

- Develops and supervises prospect presentations and statistics for use in promoting Dunedin; enhance and upgrade all products for marketing Dunedin.
- Establishes and cultivates business and light industrial prospects nationally and Internationally.
- Coordinates with local, regional, state and national economic development organizations to insure resources available are being leveraged to the greatest extent possible.
- Develops and maintains contacts and close working relationships with economic development organizations, local governments, Chambers of Commerce, existing business and industry.
- Develops alternate revenue sources from concessions, naming rights, sponsorships, etc.

- Reviews and implements recent City initiated corridor studies and develops strategies for commercial revitalization.
- Solicits, compiles, and summarizes data from other governmental agencies, economic development organizations, and existing business and industry.
- Assists and cultivates business prospects in an effort to locate them in Dunedin. Encourages and assists local businesses in expansions and developing foreign market opportunities.
- Monitors changes in policies, procedures and laws related to business assistance, business development and the grants area.
- Work with businesses to recruit, retain and expand business development opportunities.
- Demonstrated knowledge in Business Improvement District (BID) creation and/or strategies for business area revitalization.
- Ability to work across many organizations (Federal, State, County, and City) to achieve established goals.
- Experience in development of incentive packages and project development for job creation, expansion of the tax base and industrial sites is required.
- Identify and apply for available grants to maximize City development potential.
- Focus on recruiting, retaining and expanding business within the city limits of Dunedin.
- Indirectly and directly market area to both national & international contacts.
- Develop creative ways to expand community outreach.
- Work with Pinellas County Economic Development and the City of Dunedin Chamber of Commerce; attend monthly Pinellas County Business Assistance meetings; form various merchant groups for identified business corridors; and create a business strategy encompassing Brownfields or Business Improvement Districts on identified corridors.
- Implementation of Citywide Economic Development Strategic Plan.
- Performs related work as assigned or required.

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

- Knowledge of the principles and practices of economic development and ability to apply this knowledge in varied work situations.
- Significant experience in working with business development and recruitment strategies
- Ability to identify and conduct direct mail campaigns to target industry prospects, international and domestic; handle prospect follow-up from files.
- Ability to plan, direct, supervise, coordinate, organize and inspect specialized business development projects, programs and activities.
- Ability to answer inquiries concerning Industrial Revenue Bonds, Recovery Zone Bonds, Enterprise Bonds, Foreign Trade Bonds, labor market, taxes, permitting processes, real estate, international trade and business financing.
- Ability to analyze business trends as they affect the local economy.
- Ability to work independently on complex and confidential tasks.
- Presentation and Interpersonal Skills.
- Strong organization skills.
- High aptitude in business development, recruitment and marketing.

- Grant writing and past history of applying for grant funds is a plus.
- Highly motivated.

### **Position Reporting Requirements**

- Position will report to the City Manager, and interact with other City departments, merchants, Chamber of Commerce, and various City advisory committees.