



Town of Oro Valley Classification Description

Title: **ECONOMIC DEVELOPMENT SPECIALIST** Department: Community & Economic Dev.
Job Code: 2030 Salary Grade: 113
FLSA Status: Exempt

POSITION SUMMARY:

The primary function of an employee in this class is to perform economic development, planning, marketing and research work to implement the Town's program and policy of broadening its retail and commercial base. Implementation includes business retention and expansion, attracting new businesses and coordinating major special events that provide an economic impact to the Town.

ESSENTIAL JOB FUNCTIONS:

- A. Provides back-up support to the Economic Development Manager and will fill in for the Economic Development Manager as needed during absences.
- B. Manages the Town's Business Retention and Expansion (BR&E) Program, including the Shop Oro Valley Campaign and OV Dollars Program.
- C. Coordinates special events, festivals, concerts, and related activities and serves as a liaison to events produced by the organization.
- D. Coordinates the Town's Special Events Committee meetings.
- E. Interacts with regional partners, such as the Greater Oro Valley Chamber of Commerce, Metropolitan Tucson Convention & Visitors Bureau, Southern Arizona Arts and Cultural Alliance and Sun Corridor, Inc.
- F. Performs economic development and support work to implement the Town's ongoing policy of broadening its retail, commercial, and industrial base.
- G. Composes own correspondence, compiles data and information to prepare complex documents, statistical, graphic and other reports.
- H. Prepares information packets including economic, statistical, financial, population, growth, demographic, and other information for dissemination to potential business clients.
- I. Assists potential new businesses in site analysis, including demographic, tax, fee, development, and related information.
- J. Represents the Town as a liaison in local and regional economic development, retail, business, marketing, Chamber of Commerce, and related associations and at meetings, conferences, and trade shows.
- K. Presents verbal and written reports to town agencies and the town council, economic development interest groups, other interested parties and groups and the public.
- L. Performs all work duties and activities in accordance Town policies and procedures.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:

- Principles, procedures, and strategies of economic and community development and analysis in a government environment, planning and zoning, demographics, economic trends, forecasts, and impacts, and related principles and practices.
- Marketing and research methods, principles, and procedures.
- Statistical and financial analyses and presentation.
- Database development, maintenance, and presentation.
- Computer software and applications related to land use and economic planning and development procedures.
- Follow written and verbal instructions.
- Read and interpret economic, marketing, statistical, and analytical documents, reports, research material and information, blueprints, and maps.
- Prepare verbal, written, and graphic reports, documents, brochures and pamphlets, maps, and related planning and economic development documentation.
- Plan and implement economic development programs and marketing strategies.
- Operate standard office equipment including a personal computer using program applications appropriate to assigned duties.
- Communicate effectively and establish and maintain effective working relationships with councilmembers, the public, developers, regional partners, customers, citizen groups, and other employees.

MINIMUM QUALIFICATIONS:

- Bachelor's degree in Business or Public Administration, Planning, or related field.
- Two to five years' experience in economic development, marketing, or a related field; OR equivalent combination of education and experience.
- Valid Arizona driver's license.

ENVIRONMENTAL FACTORS and WORKING CONDITIONS:

- Work is performed primarily indoors with occasional outdoor work required.