



Economic Development Specialist

City of Milpitas

Effective: July 2016
EEOC: Professional
FLSA: Exempt
Unit: Mid-Mgmt/
Confidential
Physical: 1

DEFINITION

Under general supervision, assist in the development, monitoring, and implementation of the City's economic development program; assist to retain existing business, attract new businesses and perform outreach and marketing designed to promote City of Milpitas as a business destination.

DISTINGUISHING CHARACTERISTICS

This is a professional classification that functions under general direction of the Economic Development manager, with some independence. The focus of this classification is to perform technical and public contact work in developing strategies to enhance City-wide economic development and redevelopment activities, including the complex analysis of data related to planning, financing, incentive packaging, marketing, and business assistance programs which guide the City's economic development efforts. The incumbent also provides staff support for the Economic Development Commission and other support tasks for the Department.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from the Economic Development Manager.
May provide technical and functional direction to office support staff and/or temporary employees.

EXAMPLES OF DUTIES - Duties may include, but are not limited to, the following:

- Assist in the creation and continuation of programs to encourage the attraction, expansion, and formation of new and existing employers within the community of Milpitas.
- Assist in the implementation of the City's Small Business Program.
- Formulate and implement marketing and business attraction strategies for the City, including written and electronic publications, newsletters, brochures, visual presentations, and award entries.
- Collect and analyze the City's economic progress data; use data to prepare reports and strategic plans; develop and manage databases to support business development, expansion and recruitment efforts.
- Coordinate Business Appreciation Programs as well as other community events, surveys, focus groups and educational workshops.
- Maintain an automated business database.
- Conduct data collection, research, and analysis.
- Conduct economic and demographic studies and surveys.

- Attend civic and public meetings for the purpose of presenting, explaining, and adopting various economic development or redevelopment projects and plans.
- Respond to inquiries regarding economic data.
- Provide staff support for the Economic Development Commission.
- Coordinate the implementation of economic development plans and programs.
- Provide information to the business community and development applicants on regulatory requirements and act as a liaison in addressing issues.
- Inform local businesses and the general public of programs and activities offered by the City of Milpitas.
- Perform other duties as assigned.

MINIMUM QUALIFICATIONS

Knowledge of:

The principles, practices and issues of economic development including business recruitment, expansion and retention.

Approaches and systems of market forces, development requirements, and economies at the local, regional, state and national levels.

Basic principles and practices of demographic research and analysis.

Techniques of project management and budget.

Automated information systems and public presentations.

Modern marketing practices and public relations techniques.

Promotional events planning.

Basic training and education techniques.

City policies and procedures, including those related to assignments.

Computer programs, including but not limited to: email, calendar, spreadsheets, graphics design software and other common office programs, Geographic Information System (GIS).

Ability to:

Develop and maintain good working relationships with a wide variety of City staff, agencies, organizations and vendors.

Communicate effectively, both orally and in writing and make public presentations.

Plan and organize public relations/promotional programs.

Effectively apply the required knowledge and skills in the daily performance of assigned duties.

Implement elements of an economic development program.

Work with media; write effective marketing copy, proposals, press releases, speeches, articles, etc.

Work with graphics design software such as Illustrator, InDesign, Photoshop, etc.

EXPERIENCE AND EDUCATION

Experience: One year of experience in economic or community development that includes one year of experience in the public sector and/or in marketing.

Education: Bachelor's Degree from an accredited college or university in Urban and Regional Planning, Economics, Business Administration, Marketing, Political Science, Public Relations, Public Administration, or a related field.

License or Certificate:

Possession of or ability to obtain and maintain an appropriate, valid California Driver's License.

SPECIAL REQUIREMENTS


Essential duties require the following physical abilities and work environment:

General office environment and to attend meetings at various sites within and away from the City, have the availability to work off-hour shifts or events as required; drive a vehicle; sit and/or stand for long periods of time; repetitive keyboarding; reach, squat, lift, and carry up to 25 pounds; ability to travel to various locations within and outside the City of Milpitas; vision to read printed materials and a computer screen; hearing and speech sufficient to communicate in person and over the telephone.


Approved by:



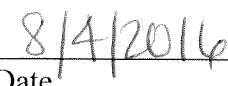
City Manager



Date



Human Resources Director



Date