

CITY OF FULSHEAR
ECONOMIC DEVELOPMENT COORDINATOR

CLASS SUMMARY

FLSA Status: E

Performs responsible, independent professional work under the general direction of the City's Economic Development Director. Assists with the recruitment, retention and expansion of businesses in Fulshear by assisting in the planning, implementation, and coordination of strategic economic development programs to achieve the City's goals. Position will be highly visible and involve contact with the general public, city employees, civic groups, local businesses, and the development community. Work may deal with sensitive and confidential issues which require confidentiality, judgement, and tact.

ESSENTIAL DUTIES AND RESPONSIBILITIES *(Any one position may not include all the duties listed, nor do the listed examples include all duties which may be found in positions of this class. Allocation of positions to this class will be determined by the amount of time spent in performing the primary duties.)*

Assists in the administration of the City's economic development initiatives which include targeted marketing and related strategies for retaining, expanding, and attracting new investment to the City of Fulshear. Primary areas of focus will be assigned by the Director and can include activities directed toward growing existing businesses, creating new employment opportunities, and/or broadening the City's commercial, retail, and industrial base.

Specific work will involve a broad range of tasks including project management, website content management, digital media management, marketing, electronic communications, special events, intergovernmental relations, business engagement, and network/relationship building.

Assists in coordinating, managing, and promoting City economic development initiatives and programs; provides information and assistance to businesses; develops advertisements and performs related marketing functions; assists in the preparation of economic development reports; and maintains assigned databases.

Completes special projects; coordinates events, meetings, workshops, and programs. Conducts research; maintains working knowledge of local commercial real estate for sale or lease; assists in promotion of retail development and business recruiting; monitors and tracks leads, providing follow up as required; maintains records in accordance with statute.

Initiates, develops, manages, and maintains programs that encourage retention and expansion of existing businesses and industries within the City. Develop and maintain a retention program that includes face-to-face visits, surveying of business needs, acting as business liaison between company and City departments, and following up on needs.

This position will also assist in recruitment efforts as required by responding to industry-specific RFPs/RFIs; coordinating, planning, and executing site visits and available real estate searches; and participating in marketing/networking opportunities.

Designs and maintains communication materials including digital content, brochures, promotional materials, publications, and recruiting packets.

Represents the City at public meetings and at conferences with public and private groups. May serve as liaison between the City, business community, residents, media, Economic Development Corporations, Fulshear Area Chamber of Commerce, and county, state, and federal agencies as assigned. Works to ensure department's success in developing and maintaining strong working relationships with local

developers, corporate leaders, business owners, public school officials, regional economic development partners, the local Chamber, and citizens.

Performs various administrative, clerical, and support tasks related to departmental functions, including preparing meeting agendas, minutes, and packet documentation; and preparing invoices for payment, project specifications, and City Council and/or EDC agenda items.

May oversee the work of contractors and consultants.

Prepares recommendations for policies, programs, budgets, and projects. Researches and analyzes social, economic, and other relevant data for planning purposes. Conducts periodic reviews and essential research to maintain department website, print materials, and social media content.

Collects data and maintains available land sites and property databases.

Prepares monthly department reports and updates on goals and benchmarks aligned with department mission and objectives.

Maintains a comprehensive, current knowledge of applicable laws/regulation; maintains an awareness of new trends and advances in the profession; reads professional literature; attends seminars, workshops, and training sessions as appropriate. Participates in professional development and certification programs relevant to field.

Interacts with and provides information to the business community regarding City development, statistics, demographics, incentives, and property information.

Coordinates the administration of the City's downtown business development programs; responds to inquiries and provides related assistance to businesses.

Provides assistance to new and expanding businesses in preparing economic development incentive applications.

Compiles data, prepares and submits departmental reports.

Prepares and/or delivers public presentations regarding economic development related matters.

Assists with economic development budgets.

Promotes and markets economic development special events, through print, broadcast, web and social media. Manages inventory and purchase of supplies and equipment needed for economic development special events.

Contacts local and regional businesses and organizations for program support and participation.

Provides basic administrative support to department operations including Type A and Type B EDCs.

Answers telephones, receives visitors, gives out information, directs calls, takes messages and solves issues related to economic development.

Reviews and responds to e-mail and telephone messages in the absence of the Director of Economic Development as needed.

Communicate effectively with co-workers, customers, vendors, etc.

Attend after-hours ribbon cuttings, networking groups, award banquets, and special events as required.

Out-of-town travel is necessary and some evenings and weekend hours are required for various Economic Development Corporation, City Council, and management meetings.

PHYSICAL DEMANDS AND WORKING ENVIRONMENT *(The physical demands and environmental conditions 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.)*

Work is performed mostly in an office setting. Hand – eye coordination is necessary to operate computers and various pieces of office equipment. While performing the duties of this job, the employee is frequently required to sit and talk or hear. The employee is occasionally required to walk; use hands to finger, handle, or feel objects, tools, or controls; and reach with hands and arms. The employee is occasionally required to stand or walk and transport self from building to building. Employee must be able to function and communicate clearly with departments, the public, and attend various functions and meetings at other sites either within or outside the city. The employee may occasionally lift and/or move up to 30 pounds. Specific vision abilities required by this job include close vision and the ability to adjust focus. The noise level in the work environment is usually quiet.

Attends evening and some weekend activities, as required.

MINIMUM QUALIFICATIONS

Bachelor's degree from an accredited college or university in related field supplemented by a minimum of three (3) years of responsible professional experience in economic development programs and activities, or any equivalent combination of acceptable education and experience which provides the requisite knowledge, skills and abilities for this job. Experience in municipal government, economic development, and Type A or B corporations preferred. Basic Economic Development Course completion and/or OU Economic Development Institute preferred.

KNOWLEDGE, SKILLS, AND ABILITIES

Working knowledge of economic development, planning, and marketing principles; knowledge of community and local geography; knowledge of city licensing and permitting procedures and city budgeting policies; knowledge of research methodology, local businesses and industries, and financial practices and procedures.

Must be able to work well on multiple tasks in an environment with interruptions and be a self-starter requiring little direction to accomplish tasks with high level of proficiency.

Knowledge of the processes, structure, and operation of municipal government and of Type A and Type B Economic Development Sales Tax Corporations.

Ability to communicate effectively both orally and in writing and to make effective presentations to professional, business and citizen groups, and elected and appointed officials.

Ability to establish and maintain effective working relationships with city employees, other governmental agencies, members of the business community and the general public.

Ability to use sound, independent judgement and to gather, manage and impart information to the media

and various other internal and external audiences.

Ability to evaluate and edit the content, structure and format of a wide range of written material. Ability to analyze data and prepare accurate, written reports.

Ability to deal appropriately with confidential and sensitive information.

Proficient in Microsoft Office, Adobe Creative Suite (or similar programs), social media platforms and tools, web content management systems, GIS or data analytics software, customer relationship management (CRM) systems, and real estate research applications.

Skill in operating fax and copy machines, photography and videography equipment, and other office equipment.

LICENSES, CERTIFICATES, OR OTHER REQUIREMENTS

Valid Texas Driver's License

Established: August 2018