

City of Fulshear
JOB DESCRIPTION

Position Title:

Director of Marketing and Business Development

Position Status:

Exempt

General Description:

This position is responsible for the operation of the City's Marketing and Business Development programs on a day to day basis. This position works closely with the City Administrator to achieve the goals and objectives of the Mayor and City Council.

Organizational Relationships:

Reports to: Mayor/ City Administrator

Supervises: Assistant Director of Marketing and Business Development

Qualifications:

Bachelor's Degree and/ or Master's Degree from an accredited University or Professional Certification in Community or Economic Development from an accredited agency required. Experience may be considered in lieu of educational attainment if experience in a relevant field exceeds seven (7) years. The person in this position must be able to pass background check. Some travel required.

Additional Required Knowledge, Skills and Abilities:

The ability to employ sound management principles in the provision of Marketing and Business Development services to the City; understanding of concepts and requirements for the implementation of a community marketing and business development strategy; the ability to prepare and present reports; the ability to effectively participate in the budget process, maintain and control the departmental budget in its final format; and to conduct analyses of City functions related to marketing and business development.

Essential Duties:

- Conduct Marketing and Business Development services; assist in the development, revision and implementation of Economic Development procedures.
- Review and analyze potential Marketing, Business and Economic Development projects and make recommendations to the Mayor, City Administrator and City Council.
- Review, revise and implement the City's Comprehensive, Marketing and Business Development plans as adopted by City Council.
- Plan, prepare, implement and cooperate with programmatic audits.
- Maintains and controls departmental budgets following adoption by City Council.
- Prepares and presents monthly progress/ status reports.
- Oversees volunteers and staff and delegates certain functions as deemed appropriate for the conduct of Marketing and Business Development functions.
- Participate in professional development to ensure that the City is receiving timely, effective and appropriate Marketing and Business Development program management.
- Ability to lift at least 30 pounds.
- Other duties as assigned or required to perform the function of the position.

By my signature, I acknowledge the content of this job description and understand the criteria for future work performance appraisals.

Employee Signature

Date

Supervisor Signature

Date