



**City of Casa Grande**

### **Economic Development Specialist**

**GENERAL PURPOSE:** Under general supervision, performs a wide variety of activities to promote Casa Grande's value as a business location, generate qualified prospects in targeted clusters, and improve the competitiveness of the community's business climate. An employee in this classification may also assist the Economic Development Manager with more complex projects. May also perform statistical comparisons and trend analysis to be used in marketing and promotional materials.

#### **PRIMARY DUTIES AND RESPONSIBILITIES:**

*The following duties **ARE NOT** intended to serve as a comprehensive list of all duties performed by all employees in this classification, only a representative summary of the primary duties and responsibilities. Incumbent(s) may not be required to perform all duties listed and may be required to perform additional, position-specific duties.*

- Performs economic development and support work to implement the City's ongoing policy of broadening its retail, commercial, and industrial base.
- Initiates planning, research, and marketing efforts to attract new industries and businesses to the City and assist existing ones with expansion opportunities.
- Prepares information packets including economic, statistical, financial, population, growth, demographic, and other information for dissemination to potential business clients.
- Assists potential new businesses in site analysis, including demographic, tax, fee, development, and related information.
- Designs print and electronic marketing materials.
- Represents the City 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.
- Coordinates the delivery of special projects, with particular focus on deadlines, content and cost.
- Maintains records and databases of business prospects and contacts.
- Presents oral and written reports to city agencies and City Council, economic development interest groups, other interested parties and groups, and the public.
- Performs other duties as assigned or required.

**SUPERVISION EXERCISED:** None

## **JOB DESCRIPTION**

### **Economic Development Specialist**

#### **MINIMUM QUALIFICATIONS:**

##### **Education and Experience:**

Bachelor's Degree in Economic Development, Business Administration, Statistics, Economics or related field, and a minimum of two (2) years of experience in economic development, marketing or related field.

##### **Knowledge of:**

- Principles, procedures, and strategies of economic and community development, 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.

##### **Skill in:**

- Understanding, interpreting and applying relevant City rules and regulations.
- Assembling data and preparing summaries, analysis, recommendations and reports.
- Working under pressure of deadlines, and establishing and maintaining cooperative working relationships with employees, officials, other agencies and the general public.
- Operating a personal computer utilizing a variety of business software.
- Effective oral and written communication.

##### **Ability to:**

- Work independently.
- Follow written and oral instructions.
- Critically think and self-motivate.
- Read and interpret economic, marketing, statistical, and analytical documents, reports, research material and information, blueprints, and maps
- Plan and implement economic development programs and marketing strategies.

**Special Requirements:** Valid Arizona Driver's License.

**Physical Demands / Work Environment:** Standard office environment with periodic outdoor work.

*The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as needed.*