

City of Spokane Valley Position Description

Class Title: Economic Development Director
Department: Economic Development
Division: NA
Date: February 24, 2022

Job Code Number: 328
Grade Number: 20
FLSA Status: Exempt
Location: City Hall

GENERAL PURPOSE

The Economic Development (ED) Director is a department head position, which under the direction of the City Manager, is responsible for the administration and strategic direction of economic development, public relations, marketing, urban expansion, and administrative functions related to overall operations of the department. In addition to department programs, the ED Director establishes and cultivates partnerships with other public, private, and non-profit agencies in support of regional tourism and business recruitment, retention, and expansion.

SUPERVISION RECEIVED

Works under the general supervision of the City Manager.

SUPERVISION EXERCISED

Manages economic development staff, administrative staff or other employees as assigned.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Plan, organize, and direct all economic development activities of the City including business attraction and retention.

Manage the development and implementation of marketing activities to support strategic initiatives for business development and tourism.

Oversee public relations to ensure the distribution of complete, accurate and timely information on city issues and activities to internal and external constituents.

Work closely and collaboratively across all City departments to support of economic development goals.

Work with local business leaders to create strategies that help facilitate and encourage the expansion and retention of local businesses.

Work with statewide agencies and organizations, including the Department of Commerce, to identify appropriate funding and programs to assist local businesses.

Oversee the development and implementation of urban growth to meet the City's needs and any inter-governmental agreements or requirements.

Coordinate analysis and feasibility studies to inform long-range plans, promote business development and increase tourism.

Monitor planning activities of neighboring jurisdictions, coordinate work with other affected agencies and assist in the development of regional plans.

Maintain effective working relationships with other organizations and partner agencies to identify and pursue opportunities for economic prosperity in the community.

Manage the development of environmental information and recommend mitigation measures to reduce adverse impacts and streamline the development process.

Coordinate analysis and identify opportunities for the development of public facilities and infrastructure to support economic development.

Oversee the administration of the City's Geographic Information Systems (GIS) including identifying resources and establishing project objectives, timelines and milestones and developing standards for GIS deployment and use.

PERIPHERAL DUTIES

Attends professional development workshops, trade shows and conferences to keep abreast of trends and developments in the field of Economic Development.

DESIRED MINIMUM QUALIFICATIONS

Education and Experience:

- (A) Graduation from an accredited four-year college or university with a degree in urban planning, economic development, urban policy, public administration or a closely related field (Master's degree preferred); and
- (B) Ten (10) years' experience in planning, economic development, or related field
- (C) Any equivalent combination of education and experience, additional education substituting on a year for year basis for the required experience.

Necessary Knowledge, Skills, Abilities, and Other Traits:

- (A) Thorough knowledge of zoning laws, comprehensive and economic plans including their formation, process of adoption, and enforcement; extensive knowledge of planning programs and processes; working

knowledge of personal computers and GIS applications; and knowledge of HUD Community Development Block Grant and other urban development programs;

(B) Skill in the operation of the listed tools and equipment; and

(C) Ability to communicate effectively orally and in writing with architects, contractors, developers, owners, supervisors, employees, and the general public; ability to establish effective working relationships.

(D) A key value of the City is customer service. This position requires considerable knowledge, ability and skill in the principles and practices of excellent customer service in both the private and public sectors. It requires the ability to effectively meet and deal with the public; the ability to handle stressful situations; the ability to greet and respond to customers in a friendly, pleasant and professional manner using appropriate inflection, grammar and syntax; the ability to establish and maintain effective working relationships with employees, supervisors, and the general public; the ability to maintain a professional, courteous, and pleasant demeanor in difficult and stressful situations; and the ability to diplomatically deal with difficult people. A willingness to expend extra effort to help the public find answers or information relative to their inquiry or complaint is expected.

SPECIAL REQUIREMENTS

Valid State Driver's License, or ability to obtain one. Professional certification in economic development, real estate, planning or other related profession is highly desirable but not required.

TOOLS AND EQUIPMENT USED

Personal computer, including word processing, spreadsheet, data base and presentation software.

PHYSICAL DEMANDS

The physical demands 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 office settings. Some outdoor work is required as part of ground-breaking ceremonies or similar community events.

While performing the duties of this job, the employee is occasionally required to stand; walk; use hands to finger, handle, feel or operate objects, tools, or controls; and reach with hands and arms. The employee is occasionally required to sit; climb or balance; stoop, kneel, crouch, or crawl; and is required to talk and hear.

The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee occasionally works in outside weather conditions. The noise level in the work environment is usually quiet to moderate.

SELECTION GUIDELINES

Formal application, rating of education and experience; oral interview and reference check; job related tests may be required.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

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

Approval: _____

Deputy City Manager

Approval: _____

City Manager

Effective Date: February 26, 2008

Revision History: