

## **BUSINESS DEVELOPMENT SPECIALIST**

### **Job Summary:**

Under general supervision, performs responsible administrative work in the coordination of the city's business development program, including business attraction, business retention, and business expansion; develops marketing strategies designed to promote the city as a business destination; advises management, redevelopment agency and City Council on matters of economic health; monitors status of sales tax, revenues, economic and real estate trends and serves as staff resource to the Economic Development Commission; conducts research and analysis to solve problems of budget, organization and program procedure; provides staff support to a higher level manager and is expected to independently develop and proceed through the methodology of studies and prepare recommendations for the solution of problems in situations requiring the manager to consider the advantages of several alternative solutions.

### **Essential Duties and Responsibilities:**

(These functions are representative and may not be present in all positions in the class. Management reserves the right to add, modify, change, or rescind related duties and work assignments.)

1. Conducts on-site interviews with selected businesses.
2. Acts as a liaison between businesses and various city work groups, researching and resolving a variety of difficult and complex customer service problems and complaints; makes referrals to appropriate sources.
3. Conducts follow-up with businesses and city staff to ensure problem resolution.
4. Performs a variety of administrative support duties, including assisting with budget preparation and monitoring; prepares and tracks financial spreadsheets and documents related to expenditure accounts.
5. Implements and monitors business development projects and programs, such as the business visitation program, business attraction program, business assistance program and the Annual Business Awards Breakfast.
6. Prepares written and graphic materials regarding the business development program.
7. Participates in various business development marketing efforts, including preparations of marketing materials and staffing of marketing booths.
8. Works with local real estate brokers and developers to identify suitable sites for new and expanding businesses.
9. Assists with the administration of the Redevelopment Agency/City Council Financial Assistance program.
10. Makes presentations to civic groups, businesses and other organizations as required.
11. Designs and independently completes various types of studies, including collecting, compiling and analyzing various types of data, developing recommendations and writing reports.
12. Assists in administration of contracts and loan agreements to assure compliance and payment.
13. Researches and prepares grant proposals and requests for proposals.
14. Provides information to and consults with the public.
15. Drafts and prepares official correspondence including Council agenda items.
16. Prepares specifications for material, equipment and services.
17. Performs related duties as required.

**Qualification Guidelines:**

A typical way to obtain the requisite qualifications to perform the duties of this class is as follows:

**Education and Experience:**

Bachelor's degree in business, public administration or related field and one (1) year of full-time, paid experience in performing administrative duties in economic development, business development, land development, real estate, implementing business attraction and retention programs or marketing. Experience and/or education in a related field may be substituted on a year for year basis.

**Knowledge of:**

- Marketing programs, practices and processes.
- Business and financial instruments related to loan packaging.
- Principles, practices and issues of economic development and business development, including but not limited to recruitment, real estate, land development process and public and private financing.
- Grant writing principles, practices and procedures.
- Basic budgeting practices and procedures.
- Basic purchasing practices and contract administration.
- City organization, operations, policies and objectives.
- Personal computer software and hardware.
- Office practices and procedures.
- General record keeping practices.
- Research, statistical and analytical methods.
- Cost analysis.
- Effective methods of report presentation.

**Skill and Ability to:**

- Coordinate and implement business development programs, including a proactive outreach and communication program that projects a positive image of the community.
- Work effectively with business leaders, business assistance and financial organizations and staff at all levels citywide.
- Research and prepare business development and real estate data.
- Maintain accurate records and prepare clear and concise reports.
- Identify and analyze problems and take effective corrective action.
- Compile, analyze and evaluate data.
- Effectively communicate orally and in writing.
- Make effective oral presentations.
- Operate computers and related software.

**License:**

Possession of a valid California Class C driver's license. Employees in this classification will be enrolled in the Department of Motor Vehicles (DMV) Government Employer Pull Notice Program which confirms possession of a valid driver's license and reflects driving record.

**Physical Requirements and Working Conditions:**

Employee accommodations for physical or mental disabilities will be considered on a case-by-case basis. Positions in this class normally:

- Require vision (which may be corrected) to read small print.

- Require mobility of arms to reach and dexterity of hands to grasp and manipulate.
- Are subject to inside and outside environmental conditions.
- May be required to use city and/or personal vehicle in the course of employment.
- May be required to attend periodic evening meetings, lunch meetings, and/or travel within and out of city boundaries to attend meetings.
- May be required to work at a computer terminal for prolonged periods.