

## **BUSINESS DEVELOPMENT ANALYST**

### **Job Summary:**

Under general supervision, coordinates various city business development programs, including, but not limited to, business attraction, retention, and expansion; develops and implements 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 address problems of budget, organization and program procedure; provides staff support to a higher level manager.

### **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. Participates in property management and inspections.
2. Conducts on-site interviews with selected businesses and acts as a primary business liaison.
3. 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.
4. 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.
5. Prepares and maintains written and graphic materials regarding the business development program.
6. Plans and participates in various business development marketing efforts, including, but not limited to, preparations of marketing materials, staffing of marketing booths, and maintaining city marketing websites.
7. Works with local real estate brokers and developers to identify suitable sites for new and expanding businesses.
8. Assists with the administration of the Redevelopment Agency/City Council Financial Assistance program.
9. Attends conferences and makes presentations to civic groups, businesses and other organizations as required.
10. Conducts various types of studies, including collecting, compiling and analyzing various types of data, developing recommendations and writing reports.
11. Administers contracts and loan agreements to assure compliance and payment.
12. Researches and prepares grant proposals and requests for proposals.
13. Provides information to and consults with the public, other agencies and city staff.
14. Drafts and prepares official correspondence including Council agenda items.
15. Prepares specifications for material, equipment and services.
16. 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, business administration, economics, urban development or closely related field and three (3) years paid, professional experience in at least three (3) of the following areas: 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.
- Budgeting practices and procedures.
- 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.