

REQUEST FOR COUNCIL ACTION

SUBJECT: Discussion and possible action regarding hiring an Economic Development Director [Councilmember Haaga]

SUMMARY: During the annual Strategic Planning Session held January 16-17, 2014, the City Council discussed their desire to have an Economic Development Director for the City.

MOTION RECOMMENDED:

“I move that that we direct City Management within thirty days to come back with a Job description and qualification of West Jordan’s Economic Development Director position. Then, within 60 days start a recruiting process nationwide with the position be budgeted and filled by the beginning of the City’s Fiscal Year 2014-2015 budget.”

SAMPLE DESCRIPTION

This position consists of administrative, technical and analytical work in support of the Economic Development Department. The incumbent assists with soliciting, attracting, and securing new and expanded retail, mixed use, office, and industrial developments and tenants and supporting efforts to retain existing businesses to provide for the sound growth of West Jordan tax base and for the economic stability of the community. The incumbent works in partnership with other employees, departments/divisions, external entities, and the public in delivering effective and innovative services.

Essential Required Tasks/Examples of Duties:

Persons hired in this position must be able to perform all the essential tasks required by the position. The following statements are illustrative of the essential functions of the job and do not include other nonessential or peripheral duties that may be required. The City of West Jordan retains the right to modify or change the duties or essential tasks and additional functions of the job at any time. Examples of duties are intended to be illustrative only and are not intended to be all-inclusive or restrictive.

Administrative Duties

- Develops database of businesses within the city, county, state and other jurisdictions; monitors, maintains and manages contact-tracking system; disseminates pertinent information to local businesses, prospects, and individuals upon request.
- Researches and tracks growth trends of city business by industry sectors.
- Networks with state, regional, and national economic development entities; establishes and maintains cooperative working relations with other economic development organizations at all levels and in a variety of locations.
- Contacts new businesses to market Economic Development services and to determine specific needs; develops and implements a marketing program aimed at existing business opportunities.
- Tracks, updates, analyzes and responds to demographic, economic and industry-specific inquiries.
- Assists with development and management of West Jordan Cities existing business services program. Determines and implements actions, programs and events that help with retention of existing city businesses.
- Plans, coordinates and arranges business appreciation events, meetings and functions.
- Assists with designing and reviewing financial programs/incentives for businesses.
- Prepares displays for presentations and reports including illustrations, maps, charts, and graphics.
- Updates, maintains and revises the business services components of the Economic Development web pages.
- Assists City Manager with developing and implementing strategic plans and goals.
- Coordinates specific projects as assigned.
- Handles materials and information of a highly sensitive and confidential nature.
- Assists in identifying and prioritizing economic development opportunities for Broomfield.
- Assists with identifying, soliciting and responding to prospective developers and users of retail, office, commercial and industrial space within the City of West Jordan.

SAMPLE DESCRIPTION

- Organizes, coordinates, implements and participates in prospect trips.
- Establishes and maintains effective working relationships with retail and commercial developers, industrial, transportation and manufacturing developers, business/property owners, leasing agents, and lenders.

Communications

- Prepares or reviews reports, projects, and recommendations as requested by City Manager's office.
- Assists with preparation and review of draft resolutions and ordinances related to economic development program activities.
- Provides updates and other information to City Manger, Mayor and Council regarding West Jordan Cities economic development program.
- May represent West Jordan City at various meetings with external officials, agencies and other groups.
- Addresses inquiries and communicates official plans, policies and procedures to the City Manager, Mayor and City Council.

Other Essential Required Tasks

- Makes recommendations regarding policies and procedures regarding economic development matters.
- Formulates policies and procedures to assure the efficient and effective operation and maintenance of the economic development office; assures compliance with established policies and procedures.

Minimum Qualifications:

Training - Bachelor's degree in Business, Finance, Economics, Public Administration, or closely related field. Certified Economic Developer certification preferred.

Experience – Five years of relevant experience in economic development, redevelopment, or economic vitality which demonstrates success in working with the private sector or business community and investors on economic development/economic vitality programs. Experience must include at least one year of strong research and database management experience, and reviewing/interpreting economic development data.

OR

Any equivalent combination of training and experience that provides evidence that the applicant possesses the Necessary Applicant Traits.