

CITY OF FRANKLIN
Job Description

Job Title: Director of Economic Development

Department: City Development

Reports To: Mayor

Salary Level: Management/Administrative/Supervisory Grade 11

FLSA Status: Exempt

Prepared By: Human Resources

Prepared Date: February 2015

Approved By: Common Council (Item G.11)

Approved Date: March 3, 2015

Summary Under the general direction and supervision of the Mayor, administers the economic development of the City, including the retention and recruitment of businesses, and monitors legislative activity. Coordinates economic development activities and other assigned functions by performing the following duties.

Essential Duties and Responsibilities include the following. Other duties may be assigned.

Administer and coordinate economic development for the City, including the retention and recruitment of businesses, by promoting and marketing the City, by serving as an ombudsman or advocate for and ambassador to existing and potential desirable development and by developing and executing components of an economic development plan(s), including goals, objectives, policies, priorities, and assignment of work activities for projects and programs undertaken.

Identify, prepare for, and follow up on new business development opportunities through the following:

- 1) developing, coordinating, and implementing feasibility analysis and promotional and marketing plans designed to maintain and grow existing businesses and capture new opportunities;
- 2) visiting sites, developer representatives, and marketing-opportunity events to promote Franklin and opportunities in Franklin and to solicit potential developers;
- 3) promoting and marketing developable properties for sale and development by the private sector;
- 4) developing contacts with the local financial institutions, utilities, and construction and real estate companies;
- 5) negotiating with private sector developers/landowners;
- 6) developing public/private partnerships; and
- 7) managing specific development projects occurring in the community, including but not limited to preparation and review of development agreements.

Represent the City as a primary contact for business representatives, real estate developers, and property owners who propose non-residential or mixed-use development projects within the City and for existing Franklin businesses that request development assistance.

Develop, administer, promote, and market a wide variety of business activities addressing new business development and attraction and existing business support, expansion, or retention.

Build and maintain positive relationships with the business community and a positive local business climate through site visits and other means.

Prepare promotional, marketing, and informational data, stories, materials, pamphlets, and handouts for economic development purposes for use in or with the City website, newsletters, media outlets, business/industry representatives, and other general and targeted distribution.

Compile, analyze, and interpret data on economic, demographic, social, physical, and market factors affecting economic development, and present, prepare, and/or requisition related reports, information, graphics, charts, narrative reports, promotional and marketing materials, and financial modeling, etc. for economic development activities.

Provide leadership and direction in the development and presentation of short and long range strategic plans and work plans.

Confer with the Common Council, other government officials, business leaders, civic leaders, City planners, City Boards and Commissions, the news media, and consultants regarding economic development issues and policies and development proposals; make professional recommendations for and presentations on commercial, retail, office, industrial, mixed-use, and community development and land uses; and provide background information for public policy decisions relating to development and community development, including renewal.

For the purposes of job creation, job and business retention, and tax base expansion, as determined by the Common Council, prepare plans and strategies, administer, and promote business development loan, incentive, and financial assistance programs and local economic development financing tools as may be adopted by or available within Franklin, including Tax Incremental Financing Districts (TIF) and including, in conjunction with the Finance Director and Treasurer, coordinating the processing and issuance of Industrial Revenue Bonds.

By applying typical research methods and statistical techniques used in economic development, work with the Mayor, and other staff as directed, to evaluate the financial ramifications of financial assistance through TIFs or other means available to the City to encourage economic opportunity.

Proactively address the needs of small businesses to include start-up, growth, retention, etc.

Collaborate with and provide direct staff support for the Economic Development Commission and serve on or attend and participate in the meetings of other boards, commissions, or economic development or planning organizations as directed.

Serve as the Executive Director of the City of Franklin Community Development Authority and oversee and coordinate development within the Franklin Business Park and other business parks as established by the City.

Provide direct staff support for the Joint 27th Street Steering Committee and recruit and coordinate economic development for the South 27th Street corridor, including Tax Incremental Finance (TIF) Districts.

Prepare and manage the annual budget for economic development. Coordinate the preparation, submittal, and implementation of City grant applications and management of approved contracts and sponsorships in the areas of community and economic development.

Serve as a legislative liaison for City-wide Economic Development purposes; monitor local, state, and federal legislation and regulations relating to economic development and related City services; and report findings, trends, and recommendations to the Mayor, Common Council, and others, as directed.

Supervisory Responsibilities

Direct the work of subordinate staff as established through the annual budget process or as directed by the Mayor or action of the Common Council. May supervise contracted employees. Carry out supervisory responsibilities in accordance with City and Department policies and applicable laws. Responsibilities may include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding, coaching and disciplining employees; addressing complaints and resolving problems.

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience

Bachelor's degree required. Bachelor's degree in Business Administration (with a concentration in Marketing, Economics, or Finance), Urban/Regional Planning, or Public Administration preferred. Seven years of progressively responsible experience in community and economic development/redevelopment, program formulation, operation and administration; or any combination of education and experience that provides equivalent knowledge, skills, and abilities. Masters degree is desirable and may substitute for 2 years of experience. At least 2 years of real estate experience preferred but not required.

Knowledge of state and federal laws and regulations related to community and economic development and of the practices, principles, and/or research methods of business and commercial real estate development, economic development, urban management, master planning, real estate construction, and business financing.

Thorough knowledge of public relations and marketing and promotional techniques.

Language Skills

Ability to research, read, analyze, interpret, and understand general business periodicals, professional

journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, manuals, and promotional and marketing materials. Ability to communicate effectively, verbally and in writing, and to work effectively with contractors, developers, other agencies, and the public. Ability to effectively present information and respond to questions from elected officials, Franklin residents, business representatives, property developers and owners, civic organizations, citizen groups, the general public, and local, state and federal officials.

Mathematical Skills

Ability to apply concepts of basic algebra and geometry. Ability to calculate figures and amounts such as discounts, interest, proportions, percentages, area, etc.

Reasoning Ability

Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables. Ability to demonstrate general knowledge of planning and zoning legislation, and analyze changes in legislation as it impacts the City. Ability to understand environmental issues. Considerable ability to plan, organize, manage, and administer projects requiring coordination with others.

Ability to conceive, plan, oversee and guide planning and design projects; to research and analyze planning data; to prepare detailed physical plans and reports; to coordinate planning phases with individuals and groups to explain proposed plans; to prepare technical reports and to make presentations to interested groups and individuals; to understand oral and written instructions; and to plan, schedule, oversee and evaluate the work of Department staff.

Computer Skills

To perform this job successfully, an individual should have knowledge of Geographic Information System software, Microsoft Excel, Microsoft Outlook, Microsoft PowerPoint, and Microsoft Word. Web site content management software, Microsoft Publisher or similar software, Microsoft Access or similar software, and Microsoft Project or similar software is beneficial.

Certificates, Licenses, Registrations

Certified Economic Developer certification, membership in the American Institute of Certified Planners, Real Estate Broker's License, Real Estate Salesperson's License, or membership in the State Bar of Wisconsin is desired. Possession of a valid motor vehicle operator's license is required.

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.

While performing the duties of this job, the employee is regularly required to sit and talk or hear. The employee is frequently required to use hands to finger, handle, or feel. The employee is occasionally required to stand; walk and reach with hands and arms. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception and 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 is occasionally exposed to fumes or airborne particles and outside weather conditions. The noise level in the work environment is usually moderate.

Miscellaneous 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.