

**CITY OF WEST COLUMBIA  
JOB DESCRIPTION, MARCH 2015**

**JOB TITLE: DIRECTOR OF ECONOMIC DEVELOPMENT  
ADMINISTRATION DIVISION**

**GENERAL STATEMENT OF JOB**

Under limited supervision, provides management and leadership in the creation and implementation of economic development activities for the city of West Columbia; develops and implements marketing strategies for the recruitment of new business and industry; provides a wide range of information and assistance to local, regional, national, and international firms considering relocation or facilities expansion; evaluates properties for potential development; and performs related administrative and professional work as required. Seeks, writes and administers various grants through local, state and federal agencies; administers the Accommodation Tax Program and coordinates and oversees the Accommodations Tax Committee; administers the Riverwalk Amphitheater Rental Program. Reports to the city administrator.

**SPECIFIC DUTIES AND RESPONSIBILITIES**

**ESSENTIAL JOB FUNCTIONS**

Duties may include, but are not limited to the following:

Plans and coordinates all economic development activities for the city.

Develops and implements marketing strategies for the recruitment of business and industry.

Assists local, regional, national, and international firms considering relocation or facilities expansion by providing information on sites/facilities, tax incentives, demographics, financial resources, and business and government services.

Meets with corporate leaders visiting the area to show potential site/facility locations; facilitates meetings between prospects and local and state entities; facilitates meetings between prospects and various city department heads concerning public utilities, zoning, building requirements, etc.

Consults with small start-up businesses in developing business plans; consults with prospective business owners in determining business feasibility.

Analyzes properties for economic development and determines the appropriateness for development of property.

Coordinates the process of annexing properties into the city limits; talks with property owners and prepares cost/benefit analyses of annexation projects; is fully knowledgeable of all types of annexation methods and the legal requirements of each; prepares all documents; coordinates with and instructs customer service personnel regarding annexation agreements; coordinates with city clerk in scheduling readings before city council; notifies all local, state and federal agencies of annexed properties including the U.S. Census Bureau, SC Department of Transportation, SC Department of Public Safety, and the Revenue & Fiscal Affairs Office; maintains all annexation files; chronological, annexation and master street/address lists; serves as the official boundary custodian.

Serves as the official census coordinator; ensures the official census map is continually updated and that all annexations or changes to the city boundary are properly recorded.

Serves as the coordinator for the Accommodations Tax Program; establishes /updates grant application forms and guidelines; notifies public of grant program; analyzes potential grant projects for eligibility; coordinates access to on-line applications; reviews submitted project applications and makes recommendations to the

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Accommodations Tax Committee; coordinates meetings; works with finance department on funding availability and annual reports; coordinates with city clerk in scheduling recommendations to city council.

Researches availability of grant funds for economic and community development projects; writes grant proposals; administers approved grants; writes RFQ/RFPs as needed; manages grant projects; coordinates with finance department regarding invoices, reimbursements, reporting, etc.

Develops marketing tools, such as brochures, profiles, videos, marketing packages and informational data, to be used in the recruitment and retention of new and existing businesses and industries.

Maintains the Riverwalk Amphitheater use calendar and schedules all events; consults with potential users as to cost, eligibility, requirements and availability of facility; reviews submitted permit applications; determines the need for general liability insurance; notifies applicant of approval (approved by city administrator); notifies pertinent departments (e.g., police, parks) of use and dates.

Participates in speaking engagements; participates in media appearances/interviews; prepares and distributes news articles to promote the economic development program.

Compiles and analyzes financial, economic, social, and demographic data useful in the implementation of development, marketing, and client service activities.

Manages and oversees the development and maintenance of data systems used for information management and analysis.

Monitors proposed legislation affecting municipal governments and economic development; develops position papers; advises the city council of the potential impact of such legislation.

Represents the city at various forums and in various groups involved in economic development efforts.

Coordinates activities with those of other city departments as appropriate.

Provides direct assistance to the city administrator in related matters and regarding various special projects.

Develops and manages assigned budgets; researches, prepares, and administers grants for project and program funding.

Conducts and attends various meetings as required.

Receives and reviews various records and reports including demographic/census records and reports, property information, legislation, grant guidelines, etc.

Researches, prepares, writes and/or processes a variety of reports and records such as official statements and letters that are contractual in nature, statistical analyses, technical study reports, annual reports, budget reports, financial reports, grant applications, incentive/benefit reports, marketing reports, annexation analyses, brochures, speeches, presentation materials, general correspondence, etc.

Refers to policy and procedure manuals, computer manuals, laws/codes/ordinances, maps, demographic/economic data, site plans, etc.

Operates an assortment of office equipment and machinery in the performance of daily activities including a personal computer, calculator, fax machine, telephone, audio/visual equipment, copier, etc.

Uses clerical and computer supplies.

Interacts and communicates with various groups and individuals including the city administrator, city department heads and staff, city council members, city attorney, Accommodations Tax Committee, other boards and commissions, business/industry leaders, state and local officials, public agencies, development prospects, realtors, developers, consultants, other economic development organizations and the general public.

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### **ADDITIONAL JOB FUNCTIONS**

Performs general administrative/office work as required, including preparing reports and correspondence, entering and retrieving computer data, copying and filing documents, sending and receiving faxes, maintaining financial records, etc.

Performs other related duties as required.

### **MINIMUM TRAINING AND EXPERIENCE**

Requires a Bachelor's degree in business, economics, planning, or related field plus two years of additional relevant professional study or training, supplemented by four to five years of progressively responsible experience in economic development, community development, planning, or other relevant field; or an equivalent combination of education, training and experience, which provides the required knowledge, skills and abilities. Must possess a valid SC driver's license.

### **MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS**

**Physical Requirements:** Tasks involve the ability to exert light physical effort in sedentary to light work, but which may involve some lifting, carrying, pushing and/or pulling of objects and materials of light weight (up to 10 pounds). Tasks may involve periods of time at a keyboard or workstation. Light work usually requires walking or standing to a significant degree.

**Data Conception:** Requires the ability to compare and/or judge the readily observable, functional, structural, or compositional characteristics (whether similar to or divergent from obvious standards) of data, people, or things.

**Interpersonal Communication:** Requires the ability of speaking and/or signaling people to convey or exchange information. Includes the giving of assignments and/or directions to co-workers and assistants. Includes receiving assignments and/or directions from supervisor.

**Language Ability:** Requires the ability to read a variety of policies and procedures, financial documents, statistical reports, technical reports, etc. Requires the ability to prepare strategic plans, financial reports, budget documents, correspondence, etc., with proper format, punctuation, spelling and grammar, using all parts of speech. Requires the ability to speak with and before others with poise, voice control, and confidence; and to articulate information to others.

**Intelligence:** Requires the ability to apply principles of logical thinking to define problems, collect data, establish facts and draw valid conclusions; to deal with several abstract and concrete variables. Requires the ability to apply influence systems in managing a staff; to learn and understand complex principles and techniques; to make independent judgments in absence of supervision; to acquire knowledge of topics related to primary occupation. Must have the ability to comprehend and interpret received information.

**Verbal Aptitude:** Requires the ability to record and deliver information, to explain procedures, and to follow and give verbal and written instructions; to counsel and teach employees. Must be able to communicate effectively and efficiently in a variety of technical and/or professional languages including planning, development, budgeting, economics, marketing, real estate, and contract administration.

**Numeric Aptitude:** Requires the ability to utilize mathematical formulas; to add and subtract totals; to multiply and divide; to determine percentages and decimals; and determine time and weight. Must be able to use practical applications of algebra including fractions, percentages and ratio and proportion; and to use practical applications of statistics.

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**Form/Spatial Aptitude:** Requires the ability to inspect items for proper length, width and shape and visually read various information.

**Motor Coordination:** Requires the ability to coordinate hands and eyes rapidly and accurately in using automated office equipment; and operating motor vehicles.

**Manual Dexterity:** Requires the ability to handle a variety of items, keyboards, office equipment, control knobs, buttons, switches, catches, etc. Must have minimal levels of eye/hand/foot coordination.

**Color Discrimination and Visual Acuity:** Requires the ability to differentiate colors and shades of color; requires the visual acuity to determine depth perception, peripheral vision, inspection for small parts; preparing and analyzing written or computer data, etc.

**Interpersonal Temperament:** Requires the ability to deal with people beyond receiving instructions. The worker needs to relate to people in situations involving more than giving or receiving instructions. Must be adaptable to performing under minimal stress when confronted with emergency situations or tight deadlines. The worker may be subject to tension as a regular, consistent part of the job.

**Physical Communication:** Requires the ability to talk and/or hear (talking: expressing or exchanging ideas by means of spoken words; hearing: perceiving nature of sounds by ear).

### **PERFORMANCE INDICATORS**

**Knowledge of Job:** Has a thorough knowledge of the methods, policies and procedures of the Economic Development Departments as they pertain to the performance of duties of the Director of Economic Development. Has considerable knowledge of the functions and interrelationships of the city and other governmental agencies. Has knowledge of the laws, ordinances, standards and regulations pertaining to the specific duties and responsibilities of the position. Has knowledge of pertinent federal, state and local laws, regulations, codes, ordinances and guidelines. Has knowledge of city policies and procedures. Has knowledge of the theories and practices of various fields as they apply to economic development including economics, demographics, planning, finance, budgeting, fund raising, marketing, real estate, etc. Has knowledge of administrative principles involved in developing, implementing and directing various economic development programs and related activities. Has knowledge of principles and techniques of marketing and public relations. Has knowledge of proper English usage, punctuation, vocabulary, spelling and grammar. Has knowledge of modern office practices and technology, including the use of computers for word and data processing. Has knowledge of business letter writing. Has knowledge of research methods and report writing techniques. Has knowledge of methods of budget preparation and administration. Has knowledge of methods of grant administration. Has knowledge of basic business arithmetic. Is skilled in the use of computers and a variety of programs for administrative record keeping, data management and reporting. Is able to plan, coordinate, and implement an effective economic development program with an emphasis on creating and implementing strategies to enhance the economic well being of the West Columbia area. Is able to develop and conduct an ongoing public awareness and marketing program designed to support development efforts. Is able to plan, coordinate and/or facilitate numerous special events, meetings, and related projects. Is able to seek, develop, and maintain favorable relationships with businesses, industries, investors, and developers. Is able to gain cooperation through discussion and persuasion. Is able to apply managerial concepts and principles. Is able to plan and develop daily, short- and long-term goals related to city purposes. Is able to exercise sound, independent judgment within general policy guidelines. Is able to plan, organize and prioritize daily assignments and work activities. Is able to learn and utilize new skills and information to improve job performance and efficiency. Is able to prepare and administer a budget. Is able to communicate effectively both orally and in writing. Is able to prepare, review, and present reports, recommendations and other correspondence and communications in a clear and concise manner. Is able to establish and maintain effective relationships with personnel of other departments, professionals, and members of the public through contact and cooperation. Is able to represent the city effectively in meetings with others and make formal presentations to various groups. Is able to perform required calculations with accuracy.

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**Quality of Work:** Maintains high standards of accuracy in exercising duties and responsibilities. Exercises immediate remedial action to correct any quality of deficiencies that occur in areas of responsibility. Maintains high quality communication and interaction with internal and external entities with which the position interacts.

**Quantity of Work:** Performs described Essential Functions and related assignments efficiently and effectively in order to produce quality of work which consistently meets established standards and expectations.

**Dependability:** Assumes responsibility for doing assigned work and for meeting deadlines. Completes assigned work on or before deadlines in accordance with directives, city policy, standards and prescribed procedures. Maintain accountability for assigned responsibilities in the technical, human and conceptual areas.

**Attendance:** Attends and remains at work regularly and adheres to policies and procedures regarding absenteeism and tardiness. Provides adequate notice to higher management with respect to vacation time and time-off requests.

**Initiative and Enthusiasm:** Maintains an enthusiastic, self-reliant and self-starting approach to meet job responsibilities and accountabilities. Strives to anticipate work to be done and initiates proper and acceptable direction for the completion of work with a minimum of supervision and instruction.

**Judgment:** Exercises analytical judgment in areas of responsibility. Identifies issues or situations as they occur and specifies decision objectives. Identifies or assists in identifying alternative solutions to issues or situations. Implements decisions in accordance with prescribed and effective policies and procedures and with a minimum of errors. Seeks expert or experienced advice and researches issues, situations and alternatives before exercising judgment.

**Cooperation:** Accepts supervisory instruction and direction and strives to meet the goals and objectives of same. Questions such instruction and direction when clarification of results or consequences are justified, i.e., poor communications, variance with city policy or procedures, etc. Offers suggestions and recommendations to encourage and improve cooperation between all staff persons and departments within the city.

**Relationships with Others:** Shares knowledge with managers, supervisors and co-workers for mutual benefit. Contributes to maintaining high morale among all employees. Develops and maintains cooperative and courteous relationships inter- and intra-departmentally, and with external entities with whom the position interacts. Tactfully and effectively handles requests, suggestions and complaints in order to establish and maintain good will. Emphasizes the importance of maintaining a positive image.

**Coordination of Work:** Plans and organizes daily work routine. Establishes priorities for the completion of work in accordance with sound time-management methodology. Avoids duplication of effort. Estimates expected time of completion of work elements and establishes a personal schedule accordingly. Attends meetings, planning sessions and discussions on time. Implements work activity in accordance with priorities and estimated schedules.

**Safety and Housekeeping:** Adheres to all established safety and housekeeping standards established by the city and various regulatory agencies. Sees that the standards are not violated. Maintains a clean and orderly workplace.

**Planning:** Plans, coordinates and uses information effectively to enhance activities and production. Knows and understands expectations regarding such activities and works to ensure such expectations are met. Develops and formulates ways, means and timing to achieve established goals and objectives. Effectively and efficiently organizes, arranges and allocates manpower, financial and other designated resources to achieve such goals and objectives.

**Organizing:** Efficiently organizes own work and that of subordinate staff. Ensures that staff members understand what results are expected of them, and that they are regularly and appropriately informed of all city and department matters affecting them and/or of concern to them.

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**Staffing:** Works with human resources director and upper management, where appropriate, to select and recommend employment of qualified personnel. Personally directs the development and training of personnel under charge, ensuring their proper induction, orientation and training.

**Leading:** Provides a work environment which encourages clear and open communications. Has a clear and comprehensive understanding of the principles of effective leadership and how such principles are to be applied. Provides adequate feedback to personnel under charge concerning their work performance. Commends and rewards personnel under charge for outstanding performance, and takes timely and appropriate disciplinary action as necessary. Exercises enthusiasm in influencing and guiding others toward achievement of established goals and objectives.

**Controlling:** Provides a work environment which is orderly and controlled. Coordinates, audits, and controls manpower and financial resources efficiently and effectively. Coordinates, audits, and controls the utilization of materials and equipment efficiently and effectively. Has a clear and comprehensive understanding of city standards, methods and procedures.

**Delegating:** Assigns additional duties as necessary and/or appropriate in order to meet goals, enhance abilities of personnel under charge, build their confidence assist them in personal growth. Has confidence in personnel under charge to meet new or additional expectations.

**Decision Making:** Exercises discretion and judgment in developing and implementing courses of action affecting functions under charge. Recognizes when a particular policy, procedure or strategy does not foster the desired result, moves decisively and explicitly to develop and implement alternatives.

**Creativity:** Regularly seeks new and improved methodologies, policies and procedures for enhancing the effectiveness of the department and the city. Employs imagination and creativity in the application of duties and responsibilities. Is not adverse to change that supports achievement of goals and objectives.

**Human Relations:** Strives to develop and maintain excellent rapport with personnel under charge. Listens to and considers their suggestions and complaints, and responds appropriately. Establishes a work environment to promote and maintain mutual respect.

**Policy Implementation:** Has a clear and comprehensive understanding of city policies regarding the functions under charge and the functions of the organization. Adheres to those policies in the discharge of duties and responsibilities, and ensures the same from personnel under charge.

**Policy Formulation:** Maintains awareness of changes in operating philosophies and policies of the city and routinely reviews policies to ensure that any changes in city philosophy or practice are appropriately incorporated into functions under charge. Recognizes and understands the relationship between operating policies and practices and department morale and performance. Strives to ensure that established policies enhance same.

**DISCLAIMER: This job description is not an employment agreement or contract. Management has the exclusive right to alter this job description at any time without notice.**

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