

JOB DESCRIPTION

POSITION TITLE: Economic Development Director

ACCOUNTABLE TO: City Administrator

PRIMARY FUNCTION: As Economic Development Director for the City of Staples, this position will manage the Economic Development, Community Development and Marketing initiatives for the City. This individual will serve as the Executive Director of the Staples Economic Development Authority.

RESPONSIBILITIES:

- Manage and administer all business development, retention and recruitment programs for the Staples Economic Development Authority (SEDA).
- Identify and solicit economic development opportunities for the City. Develop incentive packages as necessary to attract prospects. Market the advantages of starting a business in Staples and work to improve perceptions of the City that will result in growth.
- Propose strategies to achieve the goals and objectives of SEDA and the City.
- Foster relationships with Staples Motley School District, Central Lakes College, Sourcewell, Lakewood Health System and other anchor institutions in Staples.
- Assist business prospects with their business plans, loan applications and acquiring financial assistance from various public and private sources.
- Work with Federal, State, Regional and other local agencies/organizations to further economic development within the City.
- Manage all aspects of the SEDA Revolving loan fund.
- Manage all aspects of the SEDA Industrial Park.
- Market SEDA and City owned property for development purposes.
- In order to accomplish more growth, create a plan to market Staples as a great place to live, work and retire.
- Develop and implement marketing initiatives for SEDA.
- Facilitate housing development in the City of Staples.
- Make recommendations on economic development to the City Council and SEDA.
- Facilitate programs such as TIF, Tax Abatement, JOBZ and others within the City.
- Work on grants to benefit residents, businesses, and the City of Staples.
- Attend workshops and conferences that stimulate and promote the implementation of programs to retain, expand, attract and grow business within the City.
- Assist with implementation and updates of the Staples Comprehensive Plan.

- Assist with ordinance review and land use policy recommendations and implementation on behalf of the Planning and Zoning Commission and City Council.

OTHER RESPONSIBILITIES:

- Attend City Council, Planning & Zoning and other Committee Meetings as necessary.
- Project assistance as designated by the City Administrator.

MINIMUM QUALIFICATIONS:

- Bachelor's degree in business administration, economics, marketing, public administration or other related field with a minimum of five years of experience in local government, financial management, business ownership or operation or an equivalent combination of education and experience.

SKILLS AND ABILITIES

- The candidate is expected to be proficient in the use of the internet and computer software programs such as MS Word, Excel and PowerPoint.
- Good oral and written communication skills.
- Be creative, persistent, confident, resourceful, willing and able to take initiative.
- Be able to meet deadlines while coping with multiple demands.
- Be a problem solver and be a team player who is willing to assist in many functions to the benefit of the City of Staples.
- Considerable knowledge of resources including federal, state, and regional programs available for economic and community development including grant availability and procurement.
- Considerable knowledge of the community, its strengths and weaknesses, the business climate and community organizations.
- Working knowledge of government processes, services and economic research techniques.
- Working knowledge of the process involved in developing or expanding businesses.
- Working knowledge of land acquisition and disposition, real estate financing, and commercial/industrial/residential development.
- Considerable ability to promote the City to businesses and others.
- Considerable ability to communicate effectively, both orally and in writing.
- Considerable ability to plan, coordinate and implement development activities and goals.
- Considerable ability to conduct surveys, research information and prepare correspondence, reports and presentations.
- Working ability to develop promotional literature.
- Skill in operating relevant software including word processing, spreadsheets and desktop publishing.

- Ability to prioritize work, multi-task and problem-solve.
- Ability to perform mathematical calculations and maintain accurate records.
- Considerable ability to research and analyze data, determine alternatives and make recommendations.
- Ability to maintain effective working relationships with a wide variety of internal and external contacts to achieve organizational objectives in matters requiring cooperation, explanation and persuasion.
- Ability to apply considerable analytical ability to select, evaluate and interpret data from several sources; interpretation of guidelines, policies and procedures is required.

PHYSICAL DEMANDS

The physical demands described herein are representative of those that must be met by an employee to successfully perform the essential functions of this position.

- Must be able to frequently sit, stand, and walk; talk and hear; use hands and fingers, handle or feel objects, tools or controls; reach with hands and arms in an office environment.
- Ability to use large motor skills which include standing, walking, opening doors and cabinets.
- Considerable ability to use fine motor skills to manipulate objects requiring manual dexterity.
- Physical strength to lift / carry / move moderately heavy record boxes and supplies related to City Hall operations and record keeping.
- Ability to bend, twist and stretch in an office environment.
- Ability to perform repetitive physical activities such as computer data entry and 10-key calculations.
- Ability to interact with a computer (monitor, keyboard and other input and output devices) for extended periods of time.
- Specific vision abilities required include close vision, distance vision, peripheral vision and the ability to focus as it relates to tasks such as reading, processing paperwork, computer work, interaction with the public at the front counter and in an office setting.
- Requires regular exposure to indoor office conditions.

NON-DISCRIMINATION STATEMENT

The City of Staples will not discriminate against any employee or applicant for employment because of any legally protected class or status.

(The examples given above are intended only as illustrations of various types of work performed and are not necessarily all-inclusive. This position description is subject to change as the needs of the employer and requirements of the position change.)

Amended 1/24/24