

TOWN OF EXETER

JOB TITLE: Economic Development Administrator

APPROVED

8/28/13

POSITION NUMBER: 102

DEPARTMENT: Administration

EMPLOYMENT STATUS: Full-Time, Non-Union

EXEMPT STATUS: Administrative Exemption

LABOR GRADE: 13

JOB SUMMARY: This position is responsible for leading a variety of economic development activities for the Town. Performs work in encouraging and implementing economic development initiatives, goals and objectives, including attracting new businesses and industries and assisting existing business and industries for the purpose of strengthening the Town's overall economic and commercial base.

SUPERVISION RECEIVED: The Economic Development Administrator receives general supervision and policy direction from the Town Manager, exercises a considerable degree of independent judgment and is evaluated by the Town Manager based upon the achievement of assigned goals and objectives. The position works closely with the Town's Economic Development Commission.

SUPERVISION EXERCISED: Provides no formal assigned supervisory responsibility or authority.

ESSENTIAL DUTIES: (The listed examples may not include all duties of the position)

1. Serves as the Town's main point of contact for developers, businesses, and those seeking to locate businesses to the Town of Exeter.
2. Coordinates and facilitates activities between businesses and developers with the Planning, Zoning, and Building Departments.
3. Itemizes and evaluates needs of existing and potential businesses, compares with Town guidelines and makes recommendations for changes as needed.
4. Serves on the Town's technical review committee as needed.
5. Proactively recruits new businesses, supports existing businesses, and encourages strategic development and redevelopment; maintains communications to resolve business issues.

6. Prioritizes key economic development initiatives consistent with the Master Plan, Board of Selectmen, Town Manager, and Economic Development Commission goals.
7. Supports the Town Manager and staff, Board of Selectmen, the Economic Development Commission, and Town committees to integrate and align economic development efforts with other Town priorities.
8. Assesses Exeter's strengths and weaknesses relative to business attraction and retention, makes recommendations as required.
9. Develops and maintains professional working relationships with business owners, managers, real estate developers, commercial realtors, and other local and regional entities, and encourages them to locate or expand business in Town.
10. Arranges financial and development packages for economic development projects which benefit Exeter.
11. Develops marketing and promotion materials for the Town; coordinates economic development website information with the Town Manager and Economic Development Commission.
12. Provides information about benefits for incoming businesses and existing business expansion.
13. Develops and maintains a comprehensive inventory of available buildings and land in the community for development purposes.
14. Develops short and long range economic development plans; gathers, interprets and prepares data for studies, reports and recommendations.
15. Seeks opportunities to increase the Town's commercial tax base.
16. Provides support for achieving Town initiatives and programs.
17. Coordinates, plans and educates businesses on the Town's economic development programs and policies, such as RSA 79-E and Tax Increment Finance Districts, and identifies and recommends changes to improve their use and success.
18. Provides reports and oral presentations as required. Works with the Town Manager, boards and committees, and other staff to provide technical insight and recommendations related to planning, zoning, public infrastructure including parking, and ordinances impacting economic development.
19. Attends meetings of the Economic Development Commission (EDC), provides expertise and explanations of policy and project options; educates the EDC and public through presentations and discussions.

20. Works with the Rockingham Economic Development Commission (REDC) to represent and assist Exeter businesses looking for a variety of assistance from the Town and other entities.
21. Works with the Chamber of Commerce, various professional economic development organizations, Small Business Association, Community Development Finance Authority, Business Finance Authority to meet the goals of Exeter businesses.
22. Acts as the Town's representative as needed to Federal, State, county and local committees/associations impacting Economic Development and business relationships.
23. Updates the Town's market analysis as new trend, demographic and other data becomes available.
24. Identifies appropriate Economic Development grants that are available from private institutions, the State of New Hampshire, the Federal Government and other organizations or government entities.
25. Assesses the impact of Town and zoning ordinances on economic development; identifies and recommends ordinance alternatives for converting policy ideas into action plans affecting Town development, expansion, transportation and related programs.
26. Solicits public participation for economic programs, writes press releases, etc.
27. Prepares and manages the annual Economic Development budget, and monitors expenditures for Economic Development.
28. Performs other related duties as required.

KNOWLEDGE, SKILLS AND ABILITIES REQUIRED BY THE POSITION:

1. Knowledge of town policies and procedures, ordinances and state and federal statutes.
2. Knowledge of zoning ordinances, site plan regulations, land use regulations, subdivision regulations and appropriate state regulations relating to planning and zoning activities.
3. Knowledge of building codes and processes.
4. Knowledge of business and municipal economic development strategies.
5. Knowledge of small business and micro enterprise lending.
6. Knowledge of government and non-government economic development funding sources and business assistance programs, requirements and regulations including CDBG, SBA, CDFA and BFA.
7. Knowledge of legal processes and legal terminology.

8. Knowledge of town geography, streets and zoned areas.
9. Knowledge of building construction and engineering principles, concepts and methods.
10. Knowledge of the budgetary process.
11. Skill in project management.
12. Skill in business plan and financial analysis.
13. Skill in managing multiple and concurrent projects.
14. Skill in management, leadership and supervision.
15. Skill in planning, organizing, analyzing, decision making and problem solving.
16. Skill in public and interpersonal relations.
17. Skill in reading and understanding development plans, maps, charts and surveys.
18. Skill in the use of office equipment, such as a digital camera, computer, calculator, printer, relevant software, data base programs, spreadsheets and G.I.S. programs.
19. Skill in oral and written communication.
20. Skill in budgetary preparation and administration.
21. Ability to read and understand architectural and construction plans, engineering drawings, tax maps and technical reports.
22. Ability to analyze credit history.
23. Ability to formulate recommendations and decisions.
24. Ability to maintain accurate records and files.
25. Ability to negotiate and resolve disputes effectively.
26. Ability to communicate effectively, both verbally and in writing.
27. Ability to delegate responsibility.
28. Ability to prepare and present technical and statistical reports.
29. Ability to exercise sound and mature judgment and discretion.

30. Ability to demonstrate good teamwork, leadership, interpersonal and customer-service skills and attitude.
31. Ability to establish and maintain effective working relationships with employees, town officials, property owners, contractors, realtors, the business community, the general public, regional, state and federal officials.

SUPERVISORY CONTROLS: The supervisor sets the overall objectives and resources available. The Supervisor and employee develop the deadlines, projects and work to be done. At this level, the employee, having developed expertise in the line of work, is responsible for planning and carrying out the assignment; resolving most of the conflicts which arise; coordinating the work with others as necessary and interpreting policy on own initiative in terms of established objectives. In some assignments, the employee also determines the approach to be taken and the methodology to be used. The employee keeps the supervisor informed of progress, potentially controversial matters, or far-reaching implications. Completed work is reviewed only from an overall standpoint in terms of feasibility, compatibility with other work, or effectiveness in meeting requirements or expected results.

GUIDELINES: Procedures for doing the work have been established and a number of specific guidelines are available. The number and similarity of guidelines and work situations requires the employee to use judgment in locating and selecting the most appropriate guidelines, references and procedures for application and in making minor deviations to adapt the guidelines in specific cases. At this level, the employee may also determine which of the several established alternatives to use. Situations to which the existing guidelines cannot be applied, or significant proposed deviations from the guidelines, are referred to the supervisor.

COMPLEXITY: The work includes various duties involving different and unrelated processes and methods. The decision regarding what needs to be done depends upon the analysis of the subject, phase or issues involved in each assignment and the chosen course of action may have to be selected from many alternatives. The work involves conditions and elements that must be identified and analyzed to discern interrelationships.

SCOPE AND EFFECT: The work involves establishing criteria; formulating projects; assessing program effectiveness; or investigating or analyzing a variety of unusual conditions, problems or questions. The work product or service affects a wide range of agency activities, major activities of industrial concerns or the operation of other agencies.

PERSONAL CONTACTS: The personal contacts are with individuals or groups from outside the employing agency in a moderately unstructured setting (e.g., the contacts are not established on a routine basis; the purpose and extent of each contact is different and the role and authority of each party is identified and developed during the course of the contact).

PURPOSE OF CONTACTS: The purpose is to plan, coordinate or advise on work efforts or to resolve operating problems by influencing or motivating individuals or groups who are working toward mutual goals and who have basically cooperative attitudes.

PHYSICAL DEMANDS: The work requires some physical exertion such as long periods of standing; walking over rough, uneven, or rocky surfaces; recurring bending, crouching, stooping, stretching, reaching or similar activities; recurring lifting of moderately heavy items such as books and record boxes. The work may require specific, but common, physical characteristics and abilities such as above-average agility and dexterity.

WORK ENVIRONMENT: The work environment involves everyday risks or discomforts that require normal safety precautions typical of such places as offices, meeting and training rooms, libraries and residences or commercial vehicles (e.g., use of safe work practices with office equipment, avoidance of trips and falls, observance of fire regulations and traffic signals, etc.). The work area is adequately lighted, heated and ventilated.

SUPERVISORY AND MANAGEMENT RESPONSIBILITY: Department heads at this level have final responsibility and authority for the accomplishment of objectives, utilization of resources and personnel administration decisions within a major jurisdictional subdivision. They are accountable for the effective and efficient management of work to achieve goals and objectives. They usually receive guidance in the form of approval/denial on matters of policy, service levels and goals or objectives from higher authorities.

MINIMUM QUALIFICATIONS:

1. Knowledge and level of competency commonly associated with the completion of a bachelor's degree with course work in community development, business administration, public administration, community planning, or related occupational field.
2. Experience sufficient to understand the diverse objectives and functions of the position, usually interpreted to require five to eight years of progressively responsible administrative and supervisory experience, preferably in a municipal environment; or any equivalent combination of education or experience which demonstrates possession of the required knowledge, skills and abilities.
3. Possession of, or ability to readily obtain, a valid driver's license for the type of vehicle or equipment operated.