

## City Of Dunedin, Florida Class Description

### Position Title: **Economic Development Specialist**

Under general supervision, uses independent judgment to facilitate economic development and redevelopment initiatives in the City of Dunedin. The focus of this position is to implement the goals and objectives of the Economic and Housing Development Department as detailed in the City's Economic Development Master Plan and 2033 Downtown Master Plan. The position is also responsible for coordinating the City's Downtown Parking Management initiative. This position reports to the Director of Economic and Housing Development.

### **Specific Duties and Responsibilities**

#### **Examples of Essential Job Functions**

***The duties recorded below are representative of the duties of the class and are not intended to cover all the duties performed by incumbent(s) of any particular position.***

◀ Develop Economic Development programs which include a focus on the major corridors of the City:

- Business recruitment, expansion, retention, and relocation
- Business redevelopment utilizing mixed-use and adaptive reuse practices
- Assist with developing relationships with stakeholders
- Obtain baseline data on properties and businesses in the designated corridor area.

◀ Work to create a business incubator environment to encourage entrepreneurs to locate to Dunedin.

- Identify potential properties
- Work with organizations to attract new businesses
- Develop incentives.

◀ Explore opportunities for infill redevelopment and workforce housing throughout the City.

◀ Assist Economic Development Director with:

- Business Visitation efforts (new & existing)
- Identifying at risk businesses and businesses interested in expansion
- Investigating and building relationships with the goal of attracting a higher education component to the City
- Reviewing current incentives and develop policies for the award of incentives
- Establishing relationships with the brokerage community
- Attendance at citizen meetings to make presentations and explain economic development plans and projects
- Acting as Liaison with the City's Communications Department.
- Special projects as assigned.

◀ Establish relationships with the City's partners in economic development.

**Downtown Parking Management Program:**

- Manages the various aspects associated with a hybrid parking program for downtown that includes complimentary (free) and paid parking areas (i.e. parking vendors, enforcement, resident permits, etc.)
- Responsible for implementing methods and procedures for directing and controlling Downtown Dunedin's on-street and off-street parking programs and facilities
- Prepares various marketing materials designed to educate the public on downtown parking facilities and operations
- Reviews parking vendor reports on items such as revenue produced and citations
- Assists with presentations to the City Commission on results of the downtown parking management program
- Responds to citizen inquires and problems regarding parking in the downtown area of Dunedin.

**Other Duties:**

- Create/develop promotional marketing materials for economic development projects
- Compile and maintain statistical data on the City's commercial businesses and generate reports as requested
- Compile and maintain parking data provided by the pay station vendor on revenue received; maintain data on number of citations issued
- Maintain inventory of available locations in the City for prospective new businesses
- Evaluate economic, statistical and demographic data to analyze best means to attract and expand businesses
- Special projects as assigned.

**Minimum Training and Experience**

Position requires a Bachelor's degree or above in business, public administration, planning, economics, marketing, or a closely related field with a minimum of 2 to 4 years verifiable work experience in public/private economic development, redevelopment and reuse. Verifiable work experience in business retention and recruitment programs, marketing, urban planning, project coordination, parking management or real estate development is strongly preferred.

An equivalent combination of education, training, and experience that provides the required knowledge, skills and abilities will be considered.

An understanding of Florida community redevelopment agency laws, programs and regulations, is a plus.

**Special Requirements**

Must possess a valid Florida driver's license.

Must be proficient in Microsoft Word, Excel, PowerPoint and Outlook.

Flexibility to attend functions outside of normal work hours as requested.

### **PERFORMANCE INDICATORS**

**Knowledge of Job:** Has thorough knowledge of the methods, procedures and policies of the City of Dunedin as they pertain to the performance of essential duties of the Economic Development Specialist. Is knowledgeable in the laws, ordinances, standards and regulations pertaining to the specific duties and responsibilities of the position. ; Has excellent communication skills, both orally and written. Is skilled in applying a responsible attention to detail as necessary in preparing reports and correspondence. Ability to maintain confidentiality as required. Ability to prepare various marketing materials. Has the ability to comprehend, interpret and apply regulations, procedures and related information. Is able to read and interpret various materials pertaining to the responsibilities of the job. Has the ability to learn and utilize new skills and information to improve job performance and efficiency. Clearly understands any occupational hazards and adheres to all safety precautions inherent in performing the essential functions of the work.

### **PERFORMANCE APTITUDES**

**Data Utilization:** Requires the ability to coordinate, format, and/or correlate data. Includes referencing data analyses to determine necessity for revision of organization components.

**Human Interaction:** Requires the ability to interact with various organizations and business and property owners on information regarding projects and events. Must possess a demonstrated ability to work with a team comprised of multiple disciplines. Knows how to perform duties in a pro-active and courteous manner with the utmost integrity and in the best interest of the public. Has excellent interpersonal skills. Is able to offer assistance to fellow employees as necessary

**Equipment- Machinery, Tools and Materials Utilization:** Requires the ability to use, operate and/or handle equipment such as a computer, calculator, copier, fax machine, and, telephone. Has knowledge of and skill in the use of modern office equipment, including computers.

**Verbal Aptitude:** Requires the ability to use a variety of reference and descriptive data and information. Has knowledge of proper English usage, grammar, vocabulary and spelling.

**Mathematical Aptitude:** Has the mathematical ability to handle required calculations. Requires the ability to perform addition, subtraction, multiplication and division; calculate decimals and percentages; may require ability to utilize principles of fractions and/or to interpret graphs.

**Functional Reasoning:** Requires the ability to apply principles of rational systems. Ability to interpret instructions furnished in written, oral, diagrammatic or schedule form. Ability to exercise independent judgment to adopt or modify methods and standards to meet variations in assigned objectives. Ability to understand and use geographical information techniques on identified areas for purposes of economic development/redevelopment.

**Situational Reasoning:** Requires the ability to exercise the judgment required in situations characterized by repetitive or short-cycle operations covered by set procedures or sequences. Is able to take the initiative to complete the duties of the position without the need of direct supervision. Is able to use independent judgment in performing routine and non-routine tasks. Has the ability to plan, organize and prioritize daily assignments and work activities. Is able to assemble and analyze information and make written reports and records in a concise, clear and effective manner.

### **ADA COMPLIANCE**

**Physical Ability:** Tasks involve the ability to exert a small amount of physical effort in sedentary to light work involving moving from one area of the office to another; some positions require sufficient hand/eye coordination to perform semi-skilled repetitive movements, such as data entry, filing and/or the use of office equipment or supplies.

**Sensory Requirements:** Tasks require visual and auditory perception and discrimination as well as oral communications ability.

**Environmental Factors:** Tasks are regularly performed without exposure to adverse environmental conditions. Tasks may require extensive VDT exposure.

*The City of Dunedin is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the employer will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.*

  
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Director of Economic Development & Housing

4/4/16  
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Date