



City of Phoenix ECONOMIC DEVELOPMENT SPECIALIST

JOB CODE 08830

Effective Date: 06/11

DISTINGUISHING FEATURES OF THE CLASS:

The fundamental reason this classification exists is to provide professional level assistance to the Community and Economic Development Department or Aviation Department in the creation of economic development marketing strategies and implementation of efforts to attract and retain business and industry to the City of Phoenix and/or Phoenix's three airports. The Economic Development Specialist identifies factors necessary to attract and retain new economic development interests, and coordinates promotional activities such as site tours, presentations for and meetings between local area business, government, real estate and development representatives, and prospective client companies. Incumbents work with considerable independence and initiative under the general direction of a department deputy director or administrator. Supervision may be exercised over clerical staff. Work is evaluated through conferences and reports and on the basis of results achieved.

ESSENTIAL FUNCTIONS:

- Develops and implements strategic plans to attract business and industry to the City of Phoenix and/or Phoenix's three airports;
- Participates in the long-range planning, development of marketing strategies, and recommendation of goals for business attraction, retention, and assistance efforts;
- Represents the City administration to various private enterprise and public agencies;
- Coordinates efforts and information with various City departments to identify, attract, retain, and assist business and industry;
- Evaluates programs which couple immediately available resources of the area with potential business development;
- Solicits development proposals from private development companies and businesses, and analyzes the feasibility of these projects;
- Coordinates with various businesses, agencies, community organizations, and City departments to conduct presentations and site tours for the purpose of promoting Phoenix airports;
- Supervises clerical or administrative staff.
- Researches and compiles demographic and economic data in response to prospective client inquiries;
- Proficient in the use of computer programs and the internet.



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- Maintains regular and reliable attendance;
- Works more than forty hours in a workweek without additional compensation to perform assigned job duties, including weekends, evenings, early morning hours, and holidays as required;
- Demonstrates superior seamless customer service, integrity, and commitment to innovation, efficiency, and fiscally responsible activity.

Required Knowledge, Skills and Abilities:

Knowledge of:

- Economic development principles, practices, and techniques.
- Laws, ordinances, regulations, and policies of various government agencies as they affect the business community and economic development efforts.
- Principles, techniques, and objectives of public relations and information.
- Principles and techniques of marketing and promotion.
- Current economic, development, and demographic trends in the Phoenix regional area. Research methods and techniques.

Ability to:

- Serve in a liaison and expeditor role between various government agencies and private business and development representatives.
- Coordinate and direct presentation efforts among a variety of sources.
- Work cooperatively with business, government executives, and representatives.
- Communicate and present ideas clearly and concisely, both orally and in writing in the English language, with various sized groups, and individuals of differing ethnic and socioeconomic backgrounds.
- Prepare clear, concise, complete, and accurate reports in the English language using proper business grammar, punctuation, and sentence construction.
- Work safely without presenting a direct threat to self or others.

Additional Requirements:

- Some positions require the use of personal or City vehicles on City business. Individuals must be physically capable of operating the vehicles safely, possess a valid driver's license and have an acceptable driving record. Use of a personal vehicle for City business will be prohibited if the employee is not authorized to drive a City vehicle or if the employee does not have personal insurance coverage.
- Some positions will require the performance of other essential functions.



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ACCEPTABLE EXPERIENCE AND TRAINING:

Two years of professional level experience in commercial leasing, real estate contract negotiation, or economic development, redevelopment, or business assistance, including experience in program implementation, marketing, and public information efforts, and a bachelor's degree in public or business administration, economic development, urban planning, or a closely related field. Other combinations of experience and education that meet the minimum requirements may be substituted.