

## **POSITION DESCRIPTION**

Title: Economic Development Coordinator  
Department: City Hall Location: 2424 15th Avenue  
Date: November 25, 2014

### **GENERAL PURPOSE**

The Economic Development Coordinator is responsible for professional and leadership work in planning and implementing programmatic activities to develop and support City of South Milwaukee economic development goals. Work involves managing and executing economic development projects, outreach, advertising and promotion, and other economic development related tasks related to City goals and objectives.

### **SHIFT/HOURS**

20 hours per week (generally); Additional time as the job dictates.

### **SUPERVISION RECEIVED:**

Works under the general guidance of the City Engineer and City Administrator.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- Actively works with individuals and businesses that are interested in starting, locating, or expanding their business operations in South Milwaukee.
- Researches, analyzes, and prepares information regarding community economic development strategies.
- Plans, coordinates, and prepares programs targeted toward business and economic development activities.
- Develops, updates, and implements a cooperative marketing campaign promoting the City of South Milwaukee.
- Establishes, maintains, and grows relationships with other entities to encourage economic development, including local and regional Chambers of Commerce and business incubators.
- Works to foster positive relationships with city departments and various board and commission members to incite communication and cooperation.
- Serves as a resource to local businesses regarding new business establishment, business expansion and retention, and problem-solving.
- Serves as a liaison between business owners and the municipality to reach mutual economic development goals.
- Prepares grant applications, solicits consultant proposals, and administers such programs for the development of the community.
- Interpret and apply Wisconsin Statutes as applicable.
- Solicit and evaluate proposals for redevelopment, including financial feasibility, eligibility of project costs in accordance with Wisconsin Statutes, and conformance with the city's comprehensive plan and zoning regulations.
- Coordinate consultant services for marketing studies, redevelopment plans, creation of new TIDs, or other work as requested by the CDA.
- Administration of TIDs, including completion and submission of annual reports to the State of Wisconsin Department of Administration and evaluating and reporting on

performance of redevelopment districts based on property valuations, debt, and project costs, and estimate closure.

- Complete economic development analysis and review various housing and community development related projects with assistance from other staff.
- Serves and assists various community boards and commissions regarding economic development and other related activities, and provides regular reports to the Mayor, Common Council, and Community Development Authority.
- Maintain a working knowledge of potential business sites and buildings.
- Serve as an advocate for economic development in the community.
- Serves as staff member to the Downtown Advisory Committee or other economic development committees formed by the Common Council.
- Maintains prompt, predictable, and regular physical attendance.
- Performs other duties as required.

### DESIRED MINIMUM QUALIFICATIONS

#### Education and Experience:

- (A) Bachelor's degree in Urban Planning, Community or Economic Development, Business, Marketing, or related field.
- (B) Three to five years economic development experience preferred.
- (C) Knowledge of municipal, county, and state ordinances and regulations regarding business establishment and licensing.
- (D) Experience in municipal economic development highly desirable.

#### Necessary Knowledge, Skills and Abilities:

- (A) Possess excellent grammar, spelling, and punctuation skills; extensive knowledge of modern office methods and procedures, equipment and filing systems; business letter and report writing techniques and statistical and record keeping principles and procedures.
- (B) Computer skills including proficiency with Microsoft Office software, email and internet.
- (C) Ability to communicate effectively and efficiently with public with tact and discretion; strong people and organizational skills with entrepreneurial approach.
- (D) Provide truthful and accurate written and verbal communications.
- (E) Knowledge of office methods and procedures, mathematics, office equipment and filing systems – accuracy is essential.
- (F) Knowledge of the principles of community and economic development, economic development marketing, business location planning, and administrative policies.
- (G) Experience and demonstrated achievement in sales, development, marketing or project management.
- (H) Personable and able to get along with people.

### TOOLS AND EQUIPMENT USED

Personal computer, including Microsoft Office applications, email, and internet; multi-line telephone; calculator; copy machine; fax machine; paper cutter; printers; and postage meter.

### PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The employee must be able to read and write English.

Work is performed in an office setting. Hand-eye coordination is necessary to operate various pieces of office equipment. Specific vision abilities required by this job include vision and the ability to adjust focus.

While performing the duties of this job, the employee is occasionally required to:

- (A) stand, walk, sit, stoop, kneel, crouch and crawl
- (B) climb, balance, bend, twist and reach
- (C) feel, talk and hear (normal range in normal office environment, corrected or uncorrected)
- (D) lift, carry, push/pull up to 25 pounds
- (E) smell

### WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually quiet to moderate and occasionally loud.

### SELECTION GUIDELINES

Formal application, rating of education and experience; oral interview and reference check; job related tests may be required.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

### RESIDENCY

Applicants must be United States citizens and reside within the boundaries specified in Resolution No. 03-24 within one year of the completion of a six-month probationary period.

### SALARY AND BENEFITS:

As outlined in the annual Salary Ordinance.

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