

9. CITY OF WILDWOOD, MISSOURI  
"Planning Tomorrow Today"

ECONOMIC DEVELOPMENT MANAGER

Department of Administration  
Supervised by: City Administrator  
FLSA: Exempt  
Full Time  
Suggested Salary Range: TBD

POSITION DESCRIPTION

This position is responsible for managing the city's economic development efforts, under the direction of the City Administrator.

ESSENTIAL DUTIES AND RESPONSIBILITIES, include the following:

- 1. Implements the recommended items from the City's Economic Development Guide, Master Plan – Economic Development Element, and City Council Strategic Goals & Objectives.
- 2% 2. Develops annual goals and objectives, including timelines and deliverables, and provides quarterly progress reports.
- 49% 3. Oversees the development and implementation of a business retention and expansion program, including regular involvement with the Wildwood Business Association and West St. Louis County Chamber of Commerce.
  - a. Coordinate special event programming with local business owners and business associations in order to promote local businesses to Wildwood residents and visitors.
  - b. Consults with local employers and businesses to assess the needs and services that the city may provide to be a more viable business climate.
  - c. Answers questions, provides information and assists business owners with areas of concern.
- 31% 4. Oversees and implements business attraction and recruitment efforts.
  - a. Develops marketing strategies and campaigns to promote the city as a potential location for business development.
  - b. Analyzes industrial, economic, and demographic data to better promote the city as a site for potential businesses.
  - c. Develops successful working partnerships with local businesses, real estate developers and government organizations to coordinate a business development plan for the city.
  - d. Represents the City to trade shows, business associations, boards, and organizations in order to promote the city to potential employers.
  - e. Supports entrepreneurship development.
  - f. Oversees the development, revision and editing of City marketing materials, in close cooperation with the City's consultant(s).
- 9% 5. Collaborate with other City Departments to improve public infrastructure in the City's Town Center Area, including street, sidewalk, utility and public space additions.
- 3% 6. Engage partnerships and pursue volunteer leadership roles with local, regional and state organizations.
- 7. Conducts research to develop conceptual frameworks for economic development projects.
- 2% 8. Prepare, review and implement budgeting requirements for the Economic Development division of the Department of Administration.
- 5%

Attends meetings, provides reports to and coordinates activities with the City's Economic Development Committee of the City Council.

10. Attends meetings of the City Council, when available, and other Committees, Boards or Commissions when relevant to other essential duties and responsibilities of this position.
11. Coordinates economic development actions with other City Departments, where applicable.
12. Attends training opportunities.
13. Performs related duties as assigned by the City Administrator.
14. Considering the essential duties and responsibilities of the position, flexible work hours may be required to attend various meetings, trade shows and other events.

## **QUALIFICATIONS**

To perform this job satisfactorily, an individual must be able to perform each essential duty in accordance with the City's performance requirements. The requirements listed herein are representative of the knowledge, skills and abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions under ADA guidelines.

## **EDUCATION, CERTIFICATION AND/OR EXPERIENCE**

1. Bachelor's Degree from an accredited college or university with major course work in economic development, public administration, urban planning, marketing or a related field. Master's Degree preferred.
2. Minimum of five (5) years of current economic development experience, preferably in local government.
3. Certified Economic Developer (CEcD) preferred.

Candidates with an equivalent combination of education, training, and/or experience that provides the required knowledge, skills and abilities required may be considered. Demonstrated development/participation in successful economic development programs preferred.

## **TECHNICAL QUALIFICATIONS - KNOWLEDGE, SKILLS, AND ABILITIES**

1. Knowledge of economic development, planning and marketing principles.
2. Knowledge of community and local geography.
3. Knowledge of city licensing and permitting procedures.
4. Knowledge of city budgeting policies.
5. Knowledge of computers, Microsoft Office, Customer Relationship Management (CRM) software and other job related software programs.
6. Skill in planning, organizing, directing and coordinating the work of personnel.
7. Skill in the analysis of problems and the development and implementation of solutions.
8. Skill in the preparation of clear and precise administrative reports.
9. Skill in oral and written communication, including strong public presentation abilities.

## **PHYSICAL DEMANDS**

While performing the duties of this job, the employee is regularly required to talk or hear. The employee is

frequently required to sit and use hands to finger, handle or feel objects or controls. The employee is occasionally required to stand, walk, reach with hands and arms, balance, stoop, kneel or crouch. The employee must occasionally lift and/or move up to 50 pounds of general office files and equipment. Employee must have visual acuity to work independently and consistently with legal and financial data.

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.