



## Town of Camp Verde

### Job Description

Position: Economic Development Director

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Exempt: Exempt

Salary Range: \$63,385 to 96,448 (Range 73)

Department: Administration

Reports To: Town Manager

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*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are not intended to reflect all duties performed within the job.*

#### **SUMMARY:**

Plans, organizes, manages, and implements the activities of Business Development, Marketing and Community Relations, Business Retention and Expansion, and project management programs for the Town.

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

This is a professional level position which requires an extremely high degree of independent judgment and decision making. This individual must be capable of receiving general policy direction and organizing efficient and effective implementation programs. This position plans, organizes and manages economic development projects related to generating business and development opportunities for the Town from inception to completion. This position fosters a positive, flexible 'can-do' environment, projecting a cooperative and innovative team-playing image to current business owners, potential businesses, and residents of the community.

This position directs Town response to requests for information from potential clients and consultant groups. This position is responsible for critical financial and economic analysis on projects through research and utilization of available Town resources. This position develops strong, trusting relationships with clients and businesses, and researches, prepares and communicates information to attract new clients. This key position projects and maintains the Town's image of an effective, positive, welcoming environment to both new and expanding businesses.

This position facilitates community outreach, bringing Town Council and Staff closer to residents. Coordination of networking events and management of written communication to the community via email, Web, Social Media and direct mail will be an integral part of the position. In addition,

**ECONOMIC DEVELOPMENT DIRECTOR**

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public education relating to business development, budget and other Town issues will be provided by this position.

This position will promote and be the primary Town liaison and assist in the operations for Fort Verde. They will also integrate other community facilities and interests such as the Visitors Center, Historical Society and Historic Jail with other private destination and tourism components of Camp Verde.

Additionally, this position:

1. Is responsible for delivering verbal and written presentations to Town Management, Town Council, boards, commissions other citizens groups in a professional and effective manner.
2. Provides recommendations to existing Town businesses, needing assistance with Town processes, codes or regulations, and tracks community development progress. Liaises with business owners and Town departments to facilitate and expedite permitting and licensing processes. Develops and maintains various project management databases as needed. Analyzes and researches parameters for Town incentives for discussion with developers and other businesses working with the Town.
3. Researches and assists in development of alternative economic development policies, strategies and implementation techniques. Plans, develops and implements informational strategies to attract growth industries and companies.
4. Develops and monitors development agreements with businesses. Provides staff support to various Town boards, commission, and citizens groups.
5. Liaises with local and regional Chambers of Commerce, Verde Valley Regional Economic Organization, Wine Consortium, Archaeological Society, Historical Society and other local business and special interest groups as well as various federal, state and local government agencies. Provides quality customer service and ensures that Town programs provide quality customer service.

**MANAGERIAL RESPONSIBILITIES (If Applicable):** May exercise direct supervision over clerical staff.

**REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:**

Knowledge of:

- Federal, State, County and Municipal economic planning and development laws, rules, regulations and ordinances;
- Building and zoning codes and ordinances;
- Administrative and management policies, practices and procedures;
- Supervisory methods and practices;
- Long term operational plan and major policy development practices and principles;
- Contract development, mediation and administration;
- Financial management and budget development practices and procedures; and
- Public relations and customer service practices, methods and techniques.

Skill in:

- Effective oral and written communications
- Mediating and negotiating differences between developers, contractors, builders, planners and community organizations to best meet the needs of the Town;
- Handling and prioritizing multiple funding sources, projects and programs;
- Creating and maintaining a positive image among community groups, individuals, media, and governmental entities;
- Identifying organizational systems and staffing functions;
- Identifying and projecting fiscal impacts of trends or projects on community tax base; and
- Establishing and maintaining effective working relationships with others.

Ability to:

- Effectively plan and organize the activities of the economic development programs.
- Analyze, interpret and report economic, demographic and sociological research findings.
- Manage multiple top priority projects at one time.
- Exercise initiative and independent judgment.
- Establish and maintain effective working relationships with business, industrial and community leaders.
- Communicate effectively verbally and in writing.

**PHYSICAL REQUIREMENTS AND WORK ENVIRONMENT:**

Vision is required to perform essential functions; occasional standing, bending, and stooping. Work is performed in an office environment. Requires the use of a Town vehicle on Town business. Individuals must be physically capable of operating the vehicles safely.

**MINIMUM QUALIFICATIONS:**

Bachelor's degree in public or business administration or a related field and two years experience in an economic development, real estate or marketing environment. Municipal experience is preferred.

Any equivalent combination of training and experience, which provides the required knowledge, skills, and abilities, is qualifying.