

ECONOMIC DEVELOPMENT MANAGER

*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.*

FLSA Status: Exempt
Department: Administration
Date: 3/16

POSITION SUMMARY

This position is responsible for developing and implementing economic development strategies, programs and services to grow, retain, and attract commercial and industrial business in the City of Maple Grove.

SUPERVISION RECEIVED AND EXERCISED

Work is performed independently with guidance and direction from the City Administrator.

Provides work direction to support staff as needed.

ESSENTIAL FUNCTIONS

1. Creates strategies, policies, and programs that support the implementation of the City's overall economic development goals and objectives.
 - Monitors and understands existing business activity, develops ways to retain current businesses and assists in the development, growth and attraction of new businesses to the City.
 - Initiates and manages special economic development, redevelopment, transportation, and land use studies and projects.
 - Reviews reports, analyzes and studies the economic vitality of the city, monitors programs and policies to ensure the long-term financial health of the city with regard to land use and incentive programs, and reviews plans for development, economic development and redevelopment projects.
 - Organizes, attends and facilitates regular meetings with the Mayor, City Administrator and city business leaders.
 - Advocates for city transportation and economic development causes and legislation.
 - Participates in the Development Review Committee and related processes.
 - Advocates within city government for business interests and perspectives.
 - Monitors legislative initiatives and practical issues relating to economic development and redevelopment that may affect the City.

2. Develops and maintains positive working relationships with city staff, members of the City Council, commissions and committees, business owners, property owners, developers, brokers, lending institutions; and related organizations.
 - Works with stakeholders in the City's industry and commercial centers.
 - Coordinates the City's activities to promote the area as a premier location for new industry.

- Coordinates economic development activities with Greater MSP, Hennepin County, and other area economic development agencies.
 - Serves as the City liaison to various multi-city and business organizations including local Chamber of Commerce, as well as other commissions and taskforces, as appropriate.
 - Works closely with City staff and other agencies to ensure a coordinated effort toward development and redevelopment.
 - Works closely with brokerage, real estate, and development communities to ensure that development opportunities are known and the City is able to respond to private sector needs in a timely manner.
3. Coordinates economic development marketing and promotional activities aimed at furthering investment in the City.
 - Develops marketing materials that promote development opportunities and economic development programs.
 - Creates and implements a local business “Meet & Greet” program for the City.
 - Stays current on business and economic development activities in the City.
 - Maintains visibility and maintains a positive profile with the local business community.
 4. Promotes redevelopment that fits with the City’s long term goals and objectives.
 - Participates in negotiation of development and redevelopment agreements.
 - Manages City development contracts including tax increment financing (TIF) programs and districts.
 5. Responds to inquiries regarding business opportunities and provides information to prospective businesses regarding available land, City incentive programs, zoning regulations, taxes and other information as requested.
 - Develops and maintains a comprehensive inventory of available buildings and sites in the community for economic development and redevelopment purposes.
 - Monitors broad market trends that impact the Maple Grove business community.

MARGINAL FUNCTIONS

1. Performs related duties and responsibilities as requested and required by the City Administrator.

KNOWLEDGE, SKILLS AND ABILITIES

Knowledge of:

- State, federal and municipal laws and policy affecting development and redevelopment activities, including but not limited to incentives such as tax increment finance, abatement and other local programs.
 - Real estate finance and the development process.
 - Business needs, real estate, and community marketing practices.
 - Local, county and metropolitan economic development issues and programs.
 - Legislative process and effective communication techniques to advance proposals through the entire legislative process.
 - Strategies and techniques for addressing environmental issues associated with development projects.
 - Principles and procedures for developing goals, objectives and management plans.
- Website platforms, Microsoft Office programs, including Publisher.

Ability to:

- Establish and maintain positive working relationships with the public, developers, brokers, consultants, City staff members, City Administrator, City Council, committees and taskforces.
- Effectively communicate clearly and concisely, both orally and in writing, be able to listen, speak, write and make public presentations that motivate, inspire and persuade.
- Work independently and as a member of a team, with demonstrated initiative and enthusiasm.
- Organize, plan, collaborate, prioritize, multi-task and manage multiple projects.
- Be creative and an innovative thinker.
- Analyze data and information; draw conclusions; propose responsive actions.
- Analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations in support of goals.
- Maintain confidentiality of certain City information.
- Be comfortable in business social settings.
- Work flexible hours to attend evening or early morning meetings as required.
- Utilize computer technology in a Windows environment

EXPERIENCE AND TRAINING GUIDELINES

Any combination of experience that would likely provide the required knowledge is qualifying. A typical way to obtain the knowledge and abilities would be:

Experience:

Five years of progressively responsible experience in local government economic development, city planning, real estate development, marketing or a closely related field, with strong analytical and quantitative skills.

Training:

Bachelor's degree in Economics, Economic Development, City Planning, Real Estate Development, Marketing or a related field, with a Master's degree in same field preferred.

License or Certification

Possession of or ability to obtain an appropriate valid Minnesota driver's license is required.

National Development Council Economic Development Finance Professional Certification or similar certification in real estate finance is desired.

WORKING CONDITIONS

Environmental Conditions:

Office environment; exposure to computer screens; and travel within and outside the City required.

Physical Conditions:

Essential and other important responsibilities and duties require maintaining physical condition necessary for standing and sitting for prolonged periods of time; general manual dexterity; adequate hearing, vision, and speech required; must be able to operate assigned equipment/ vehicle.