

# Economic Development Coordinator

Department: Community Development

FLSA Status: Exempt

Grade: 10

## General Definition of Work

Under limited supervision, responsible for performing activities related to planning, developing, implementing and evaluating small business and tourism programs that promote and enhance the City of Bonner Springs. Duties include serving as a liaison between business owners and others, recommending and administering budgets; scheduling programs and staff; recommending policies and procedures that affect the local economy, and monitor programs that encourage economic development in the City. Work requires use of independent judgment and discretion

## Qualification Requirements

*To perform this job successfully, an individual must be able to perform each essential function satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable an individual with disabilities to perform the essential functions.*

## Essential Functions

Plans, coordinates, organizes, and supervises economic development programs and events including program development, oversight, promotion, scheduling, staffing and supervision; ensures appropriate equipment and materials are available for the successful operations of assigned program(s).

Develops, plans and manages business retention and expansion efforts and assist in recruitment efforts as needed; responds to industry specific RFPs/RFIs, company site visit planning and execution, available real estate searches, and participating in marketing/networking opportunities.

Design, implement, and monitor the success of economic development programs such as business attraction, small business assistance, commercial revitalization, business retention and marketing key development sites.

Serve as a liaison between property owners, businesses, City staff, and others regarding development projects and programs.

Develops tourism initiatives that build awareness of the City as a tourism destination and increases visitors and overnight stays while building community engagement.

Coordinate City beautification efforts with vendors, artists, and staff and leads the Public Art Program.

Attends and contributes to meetings of various economic development and tourism related functions as a representative of the City.

Foster a thriving small business ecosystem; this includes, but not limited to, outreach and assistance, face-to-face visits, surveying business needs, incentive awareness, and follow-up.

Performs research and analysis and interprets market information regarding a variety of complex data, such as sales tax revenues, employment trends, and development trends; prepares reports and presentations related to projects and initiatives.

Counsel small-business owners on ways to improve profitability and the appropriateness of real estate acquisition.

Represents the City with the public and with outside groups, organizations, and agencies; responds to a wide variety of questions, comments, and/or concerns; resolves related complaints.

Prepares and maintains a variety of records and/or reports related assigned programs, including financial reports that summarize and/or outline incoming and outgoing funds and programming plans.

Assists with special events, including: planning; setting up and tearing down for events; ensuring applicable equipment and supplies are readily available; and/or, performing other related activities.

Publicizes, markets, and promotes programs and events using a variety of media sources; oversees the distribution and/or dissemination of promotional materials; designs and distributes recreation activity calendar of events and other marketing materials.

Conducts talks and presents at civic organization meetings; attends various meetings and conferences to keep abreast of trends and issues within the aquatic and recreational fields.

Performs other duties and activities as assigned.

## Knowledge, Skills and Abilities

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Thorough knowledge of economic development activities, materials, rules, supplies, equipment, event and small business management; working knowledge of and strong skill in mathematics; excellent public relations, supervisory, organizational, verbal and written communication skills; basic knowledge of the organization, functions, and problems of municipal government; considerable knowledge of research methodology and trend analysis; ability to develop, plan, coordinate and manage programs and activities, to understand and anticipate problems, to develop and enforce department policies and procedures, to supervise and to interpret written instructions, reports, maps, manuals and schematics; ability to solve a wide range of intellectual and practical problems; ability to comprehend non-verbal symbolism and the abstract concepts. Excellent interpersonal skills are necessary; ability to establish successful working relationships with entities, employees, City officials, businesses and the public, and use good professional judgment, honesty, and integrity in decision making; ability to multi-task while working in an environment with multiple interruptions, projects and priorities with short deadlines ability to demonstrate leadership, management, and technical skills through effective collaboration, team resources, progressive decision making, and personal responsibility; ability to be committed to the mission, vision, and strategic direction of the City of Bonner Springs; ability to obey and comply with all City ordinances and policies.

## Education and Experience

Bachelor's degree in public or business administration, with some finance and marketing coursework, or related field, and moderate experience in economic development or marketing, or equivalent combination of education and experience.

## Physical Requirements

This work requires the occasional exertion of up to 25 pounds of force; work regularly requires sitting, speaking or hearing, using hands to finger, handle or feel and reaching with hands and arms and occasionally requires standing, walking, climbing or balancing, tasting or smelling, pushing or pulling, lifting and repetitive motions; work has standard vision requirements; vocal communication is required for expressing or exchanging ideas by means of the spoken word and conveying detailed or important instructions to others accurately, loudly or quickly; hearing is required to perceive information at normal spoken word levels; work requires preparing and analyzing written or computer data, visual inspection involving small defects and/or small parts, using of measuring devices, operating machines, operating motor vehicles or equipment and observing general surroundings and activities; work occasionally requires exposure to outdoor weather conditions; work is generally in a moderately noisy location (e.g. business office, light traffic).

## Special Requirements

Valid driver's license.

Last Revised: 11/30/2021