



## ECONOMIC DEVELOPMENT COORDINATOR

Bargaining Unit: PEG  
FLSA Status: Non-Exempt

### **DEFINITION:**

Under general supervision of the Economic Development Manager, the Economic Development Coordinator will identify, communicate, and implement economic development opportunities to increase revenues by attracting and retaining businesses. The Economic Development Coordinator will conduct research and provide analysis on real estate trends, coordinate meetings, and develop and implement strategies.

### **CLASS CHARACTERISTICS:**

The Economic Development Coordinator is a journey-level, professional class that has the responsibility of providing support for the City's efforts to retain and attract businesses and increase revenues through business development. This position is distinguished from the next higher class of Economic Development Manager, as the latter manages the economic development of the City and oversees the programs and staff to increase revenues and retain and attract business.

### **EXAMPLES OF DUTIES:**

- Support development of City's economic development strategies and communicates and implements the programs, and policies to stakeholders. Duties can involve research, writing, presenting staff reports, project management, data collection and analysis.
- Identifies economic development opportunities and recommends how to attract and retain businesses, which can include business outreach, cultivating business and development prospects.
- Performs administrative duties to supports the Union Landing Property Business Improvement District Board of Directors, which includes managing contracts and supporting the implementation of clean and safe strategies.
- Coordinates meeting logistics, develops agenda items, and takes meeting minutes.
- Develops marketing strategies and promotional programs including brochures, websites, software, databases, editorials, social media and other media.
- Develops and maintains positive public and business relationships, including trade associations, commercial real estate industry, community groups, regional, state and government, and nonprofit organization.
- Writes proposals to obtain funds for economic development projects.
- Write Request for Proposals and manage contracts, which include budgeting and invoicing vendors.

- Work with Economic and Community Development Departments to facilitate business permitting for tenant improvements on behalf of business including manufacturing and retail businesses.
- Reviews and evaluates the work of professional development consultants.
- Makes presentations to targeted audience which include businesses and community groups.
- Performs other related duties as needed.

**QUALIFICATIONS:**

Bachelor’s Degree from an accredited college or university in Urban Planning, Economics, Business Administration, Marketing, Political Science, Public Administration, or a related field.

AND

Two (2) years of experience in economic, business, real estate development, real estate industry, advertising/marketing, or job development.

An additional four (4) years of the listed experience may substitute for a Bachelor’s Degree with a High School Degree or equivalent.

One (1) year of experience in public sector environment is desirable.

**LICENSE AND CERTIFICATIONS:**

Possession of a valid California Driver’s License with a satisfactory driving record.

**KNOWLEDGE AND ABILITIES:**

Knowledge Of:

- Business attraction and retention programs.
- Small business loan packaging and counseling.
- Sales tax revenue and how retail and industrial sectors impact on the City’s economic health.
- Methods and sources used in analyzing local economic and industry trends.
- Federal, State, and other resources for economic development and business assistance.
- Local land use development practices, zoning and policies, including a basic understanding of the California Environmental Quality Act and other environmental laws.

Ability To:

- Develop and maintain good working relationships with a wide variety of City staff, agencies, organizations, and vendors.
- Cultivate, maintain, and grow partnerships with representatives from local businesses, trade associations, commercial real estate industry, community groups, regional, state, and federal government, and nonprofit organizations.
- Plan and organize multiple projects, activities, meetings, and contracts.
- Conduct data collection, research, and analysis.
- Exercise sound, independent judgment.
- Develop a marketing plan.
- Manage projects and meet deadlines.
- Have effective and clear oral and written communications.
- Present clear and persuasive presentations.

**WORKING CONDITIONS, ADA, AND OTHER REQUIREMENTS:**

The City of Union City is an equal opportunity employer. The City of Union City will comply with its obligations under the law to provide equal employment opportunities to qualified individuals with disabilities.

*Travel: Positions in this class may require local and statewide travel as necessary.*