



## **ASSISTANT CITY MANAGER/ ECONOMIC DEVELOPMENT COORDINATOR**

### **General Summary**

Under the direction of the City Manager, assists in the general administration of municipal services and is responsible for establishing and cultivating positive relationships with existing and potential businesses. Responsible for economic and community development activities that attract, expand and retain businesses. Responsible for acting as liaison to all state agencies, economic development organizations and businesses including as representative of City's Sturgis Electric Department with commercial and industrial customers. Provides administrative support to the City Manager by coordinating projects and implementing programs as assigned. Other administrative responsibilities are focused on customer service issues and implementation of consistent policies and procedures, and public information activities.

### **Essential Functions**

1. Manages and supervises assigned operations and projects as directed by the City Manager.
2. Provides leadership and direction in the development of short- and long-range plans; gathers, interprets, and prepares data for studies, reports and recommendations; coordinates organizational activities among departments.
3. Acts as the public information officer, responsible for the development and administration of the City's website, social media, and other communication efforts.
4. Serves as the City Manager's representative at events, on various boards, or committees as assigned by the City Manager.
5. Analyzes ongoing program and policy development making recommendations regarding the creation, implementation, and revision of administrative procedures.
6. Prepares a variety of studies, reports, and related research-oriented information for decision-making purposes. Responsible for providing demographic and related statistical data to interested parties, creating reports regarding job creation, business retention, marketing efforts, workforce characteristics, wage scales, and other demographics.
7. Provides professional support to the City Manager and makes recommendations regarding general organizational development and innovations.

8. Assists with public relations efforts, which include: monitoring and tracking media releases and related publications, coordinating community marketing/advertising activities, as well as analyzing and addressing customer service issues.
9. Assists the City Manager in preparing the annual budget. Conducts research and analysis for budget recommendations. Also provides administrative support for budget presentations.
10. Attends meetings and serves as staff support to the Sturgis Downtown Development Authority, Sturgis Economic Development Corporation, Sturgis Brownfield Redevelopment Authority, and Sturgis Local Development Finance Authority. Assists in implementing their goals regarding downtown, industrial, and business development.
11. Responsible for keeping abreast of local, state, and national legislation having potential effects on the community. Continually seek professional development opportunities maintaining knowledge of current issues and concerns relevant to economic development.
12. In conjunction with the Community Development Department, serves as the Business Development Team (BDT) coordinator – assisting and encouraging business expansion and location in the community and facilitating access to resources/incentives and programs as may be available.
13. Develops and implements communication, public relations, and marketing strategies for the City. Responsible for participating in speaking engagements, media interviews and appearances. Creates and conducts ongoing public awareness and education programs. Explores new technologies and methods of communicating to address service needs.
14. Represent the community with regional, state, and national organizations involved in economic development activities. Act as the City's primary point of contact with the St. Joseph County Economic Development Corporation and Southwest Michigan First.
15. Coordinates grant efforts for the City. Researches potential funding sources and identifies opportunities that align with City goals, projects, or needs. Assists in the preparation of grant applications and budgets for specific projects. Oversees the collection and record-keeping of necessary data and assists with the preparation of necessary grant reports and other documents for the administration of obtained grants. Works closely with the City Manager and Department Heads to identify funding needs, apply for grants, and administer grants to successful completion.
16. Oversees coordination of City services for Community events.
17. Assists with preparation of information for the City Commission and handles technology for presentations at and streaming of City Commission meetings.

## **Required Knowledge, Skills, Abilities and Minimum Qualifications**

- Have achieved education credentials equivalent to a Master's degree from a college or university with major course work in public administration, urban affairs, business administration or closely related field.
- Thorough knowledge of the principles and practices of public administration and economic/community development.
- Skill in working cooperatively and collaboratively with other municipal departments, economic development organizations, and State agencies.
- Skill in marketing/public relations/communications as it relates to local government.
- Ability to coordinate information and provide guidance to boards and commissions, community groups, and business contacts regarding a variety of issues including economic development.
- Ability to analyze business infrastructure improvements, sales data, and municipal services in relation to promoting economic development.
- Knowledge of Tax Increment Finance Authority (TIFA), Brownfield, Downtown Development Authority (DDA), Industrial Facility Tax Exemption (IFT), Renaissance Zone and other programs in Michigan.
- High degree of competency and proficiency in computer systems, software applications, and information technology.
- Experience with seeking, writing, and administering state and federal grants.
- Have the ability to personally prepare effective written reports, correspondence, and similar communications.
- Possess financial management and conceptual abilities involving budgeting, cost-benefit analysis, capital improvement programming.
- Have an orientation toward working in a team management environment which is highly innovative and results oriented.
- Ability to establish effective working relationships and use good judgment, initiative, and resourcefulness when dealing with community contacts, business leaders, developers, neighboring jurisdictions, municipal officials, other employees, and the public.
- Ability to communicate effectively and present ideas orally and in writing.
- Ability to work effectively under stress and changes in work priorities.
- Skill in gathering, analyzing, and reporting facts, figures, and development initiatives.
- Excellent organization and management skills.

## **Employment Qualifications**

**Education:** Master's Degree in Public Administration, Business Administration or related area. May consider a Bachelor's Degree in these areas with additional experience.

**Experience:** 3-5 years of experience in municipal administration. Experience in economic development, marketing/public relations, and grant writing.

## **Other Requirements**

### **FLSA Status:** Exempt

*The qualifications listed above are intended to represent the minimum skills and experience levels associated with performing the duties and responsibilities contained in this job description. The qualifications should not be viewed as expressing absolute employment or promotional standards, but as general guidelines that should be considered along with other job-related selection or promotional criteria.*

**Physical Requirements:** *(This job requires the ability to perform the essential functions contained in this description. These include, but are not limited to, the following requirements. Reasonable accommodations will be made for otherwise qualified applicants unable to fulfill one or more of these requirements):*

Ability to access departmental files

Ability to enter and retrieve information from a computer

Ability to give tours of business sites and potential site locations

### **Working Conditions**

Typically works in office conditions but may be called upon to supervise at worksites or give tours of business sites and visit various other locations throughout the City.