



**CITY OF WEBSTER CITY
JOB BAND DESCRIPTION**

POSITION: Community Vitality Director

JOB – BAND CLASSIFICATION: Director

Definition: Under the general direction of the City Manager. Performs a variety of complex professional and administrative functions in promoting and advancing economic development and investment in the City of Webster City, Iowa.

Essential Functions:

Essential functions, as defined under the Americans with Disabilities Act, may include any of the following representative duties, knowledge, and skills. This is not a comprehensive listing of all functions and duties performed by incumbents of this class; employees may be assigned duties which are not listed below; reasonable accommodations will be made as required. The job description does not constitute an employment agreement and is subject to change at any time by the employer.

Essential duties and responsibilities may include, but are not limited to the following:

- Market Webster City and its businesses
- Provide technical assistance to existing businesses to help them expand
- Attract new businesses to locate in Webster City
- Identify and support new entrepreneurs within the community
- Identify and access outside sources of capital and financial assistance that will support economic development in the City
- Identify and assist the city in funding and managing infrastructure projects that will promote new economic development and investment, including new housing, recreational and community projects
- Coordinate city economic development with local, regional and state partners
- Create an annual work plan and budget. Maintain financial records and documentation consistent with internal controls.
- Develop policies and procedures that promote new economic development and investment.

- Develop and keep current an economic development plan that addresses, at a minimum, marketing, infrastructure, recruitment, retention and entrepreneurial development.
- Implement and manage social media campaigns and activities.
- Establish professional relationships and collaborate with the Chamber of Commerce, Webster City Area Development, Hamilton County, the State of Iowa, IDED, elected officials, developers, corporate leaders, business owners, public schools, higher education, and city residents.
- Participate in management team meetings and represent economic development issues to ensure city policies and management strategies balance city needs with economic development opportunities.
- Lead efforts to recruit new businesses, retain and expanding existing businesses, and develop new entrepreneurs.
- Oversee negotiation of comprehensive development agreements between the city and the private sector, including evaluating fiscal impacts, communicating with impacted departments, obtaining legal opinions, and making recommendations to the City Manager and City Council.
- Maintain confidentiality of work-related issues and City information.
- Establish and administer technical assistance programs and financial incentives that promote private sector projects in the city and result in new capital investment, job creation, an expanded tax base, tourism venues and other economic development opportunities.
- Identify grants and financial programs that will help the city develop and redevelop infrastructure, implement new services, and expand its economic development marketing.
- Maintain a database of public and private properties available for development and vacant buildings that can be purchased or leased.
- Establish policies and procedures guiding economic development marketing (e.g., social media).
- Establish and lead an advisory group comprised of citizens, business leaders, outside agencies and other representatives that provide input on city plans and projects concerning economic development.
- Oversee the implementation of the City's economic development marketing and work with other departments to coordinate the city's overall marketing and outreach. This includes producing written publications, newsletters, fliers, journal and magazine articles, web pages, social media, visual presentations, promotional videos, editorials and other related materials that promote both economic development and Webster City.

- Lead city efforts to enhance the city's image through submitting entries for awards and other recognition for city programs and services, especially those which relate to economic development.
- Direct market research, surveys, and other analytical measurements required to evaluate economic development opportunities and investments.
- As directed, assist in the planning and implementation of city events, including ground breakings and grand openings for city-owned facilities and local businesses.
- Represent the city at local, state and national economic development meetings, seminars and workshops that help promote economic development and investment in the city.
- Assist the city in reviewing legislation and evaluating its impact on economic development and municipal operations. And make recommendations as directed.
- Provide routine status reports to the city council on economic development, attend council meetings as directed, and make public presentations as required to perform the duties of the position.
- As directed, develop new city codes, update existing codes or provide input to code writing as it relates to economic and community development.
- Serve as the Key Account representative for the municipal utility and provide new and existing businesses with services that include energy efficiency reviews, identification and processing of energy rebates, and all other duties as may be assigned.
- As directed, manage future city services and/or operations that relate to business and economic development.
- As directed, assist other city departments with projects relating to economic development,
- Including help to resolve planning and permitting issues, nuisances, and business vacancies.
- As directed, manage or assist in managing special projects as may be assigned by the City Manager and/or City Council.

While these areas are the primary focus of the position, we believe strongly in teamwork and employees will be called upon to perform a variety of duties as a part of their role with the City.

Supervision Exercised: None

Required Competencies:

Including but not limited to the following:

- Considerable knowledge of the modern principles and practices of economic development.
- Knowledge of the structure and operation of municipal government principles, practices, procedures and legal requirements.
- Knowledge of organizational and management practices as applied to the analysis and evaluation of economic development programs, policies and operational needs.
- Knowledge of real estate, management, organization and legal practices pertaining to real property, right-of-way, acquisition, and relocation.
- Knowledge of permitting, zoning and building regulations and master development agreements.
- Knowledge of economic analyses and the ability to develop market, feasibility and impact studies.
- Knowledge and understanding of social media platforms and their respective participants and how they can be deployed and managed in different scenarios
- Strong understanding of local political environments and sensitivities, and the ability to function effectively within that environment.
- Knowledge of modern office practices and technologies and the ability to operate a computer and mobile devices.
- Ability to understand businesses and business activities, and knowledge of practices, techniques and systems that can assist businesses in addressing problems and opportunities.
- Ability to interpret pertinent legal documents, laws and regulations.
- Ability to analyze and develop policies related to economic development and marketing.
- Ability to keep current with changing technologies and to implement them.
- Ability to cultivate and maintain cooperative and effective working relationships with elected officials, advisory boards, the business community, department heads, employees, the media and the general public.
- Ability to accurately analyze problem situations and adopt an effective course of action.
- Ability to communicate effectively in written and oral form to a diverse audience, and to prepare technical and administrative reports, statements and correspondence.
- Ability to work in situations which are potentially adversarial or stressful.
- Ability to keep information confidential.

Education, Experience & Technical Skills Required:

Graduation from an accredited four-year college or university with a degree in planning, government, political science, economics, public or business administration, or closely

related field, and/or five years of progressively responsible work in any combination of public or private business, real estate or economic development, including a minimum of two years managing complex projects. Two years private sector public relations and marketing experience highly desirable.

Physical and Environmental Requirements:

Ability to sit for extended periods of time. Strength to push, pull, or lift up to 50 lbs. Eyesight sufficient to distinguish colors. Hearing sufficient to hear verbal and phone conversations. Reading and writing skills sufficient to complete essential functions of position. Ability to work alone as well as in a group.

FLSA/Wage Hour Status: Exempt