



## SAN JUAN COUNTY JOB DESCRIPTION

Job Title: Economic Development Specialist	FLSA Status: Non-Exempt
Department: Economic Development & Visitors Services	
Effective Date: May 2023	
Revision Date: April 2024	

### **JOB SUMMARY:**

Under the direction of the Economic Development and Visitor Services Director, incumbent directs one or more major programs and initiatives within the County's Department of Economic Development and Visitor Services Department, including Small Business, Recruitment and Retention, Analysis and Reporting, Community Relations and Business Promotion. Activities include responsibility for the department programs dealing with business assistance and development, redevelopment areas coordination and management, Economic Development Board liaison, collection of business and economic data; acting as liaison with small business resources and related organizations; and performance of duties associated with other elements covered under the County's General and Economic Development plan. Designs and promotes San Juan County materials for business attraction and distributes marketing campaigns.

### **Typical Duties:**

1. Executes initiatives and activities to facilitate the local business attraction, expansion, and retention, including incentive awareness, conducting business evaluations/surveys, and providing general economic development assistance.
2. Performs economic development and support work to broaden County's retail, commercial, and industrial base. Works closely with the Chamber of Commerce, Chapter Leaders, City Managers, and local leaders in the communities located throughout San Juan County and other strategic alliance partners throughout the State to support and promote San Juan County, Utah to various business clients.
3. Conducts frequent analysis and develops/updates economic development reports and redevelopment activities for advisory boards and Community Economic Development Board. Staff or liaisons with citizen committees, non-profit organizations, special interest groups, and



neighborhood groups concerning economic development issues and problems; makes presentations to these groups as assigned.

4. Plans and staff's economic development events and programs throughout the County. Responds to requests for information from business prospects, promotes business opportunities, and assists potential new business in site selection; coordinates key activities to facilitate the location process.
5. Builds and fosters relationships with prospects, consultants, company decision-makers, and media information sources; solicits development proposals from private development companies; establishes and strengthens relationships with local businesses.
6. Designs various promotional/marketing materials for business attraction and retention; prepares marketing materials and sends them to target industries and businesses. Makes marketing presentations, conducts tours, meets with new and existing business representatives; responds to companies interested in relocating or expanding in County.
7. Responsible for the creation and distribution of electronic marketing campaigns designed to support business development and business retention. Integrates effective marketing and outreach programs and activities with business development; communicates with local businesses to identify business needs and issues facing local enterprises, including barriers to growth; identifies and implements services. Assists with Economic Development website development and updates.
8. Plans, schedules, and coordinates Economic Development special events in conjunction with the Executive Director.
9. Writes articles, fliers, and other publications; updates, designs, and edits various printed material, including brochures, community profiles, and other promotional/marketing materials.
10. Other duties may be assigned.

### **Minimum Qualifications**

#### Education and Experience:

- Graduation from an accredited college or university with a bachelor's degree in Marketing, Finance, Business, or Public Administration, plus three (3) years experience in financial management and administration, banking, community development, economic or business development, or marketing. Other relevant areas of expertise include real



estate development, businesses lending, financing, rural economic development, small business assistance, and community development. Education and experience may be substituted one for the other on a year for year basis.

#### Necessary Knowledge, Skills and Abilities

- Must be able to understand and analyze financial statements, loan and grant criteria, business plans, real estate pro-formas, and marketing plans.
- Ability to successfully negotiate and resolve high level, multi-agency development issues that require innovation, resourcefulness, and a creative problem-solving approach.
- Excellent written and verbal communication skills are critical. Must speak, read, and write English proficiently.
- Advanced computer skills important for communication and presentation materials such as power point, excel, illustrator, photoshop, etc.
- Must be able to help shape abstract concepts then produce a definitive product, as well as work on numerous projects simultaneously.
- Possession of a valid Utah driver's license or driving privilege card by date of hire.
- Provide group facilitation. Communicate effectively with a wide array of constituent groups. Design Economic Development marketing materials.
- Produce completed staff work using Adobe Creative Suite, Word, Excel, PowerPoint, and Gmail at an intermediate skill level.

#### 3. Ability to:

- Deal successfully with the public and generate interest in community affairs; Bring people and ideas together, conceptualize the input, and facilitate a productive and profitable outcome; Be flexible in dealing with change impacting both short- and long-term activity; Be a team player in fulfilling program goals and objectives; Be an effective public speaker promoting the needs and issues of San Juan County; and Travel to attend meetings, seminars, and conferences.

#### Physical Demands:

- Tasks require a variety of physical activities with periodical standing, walking, stooping, sitting, reaching. Mental application utilizes memory for details, verbal instructions and



emotional stability and discriminating thinking. Must be able to lift and move a minimum of twenty-five (25) pounds.

**Working Conditions:**

- Work will be done in a typical office setting located in the San Juan County Courthouse. Frequent travel throughout the County and possibly the State, exposure to outside weather conditions.
- Considerable exposure to stressful situations and stress as a result of human behavior and various responsibilities.
- Non-traditional working hours which may include evenings and weekends.
- Operates a motor vehicle requiring a standard Utah Driver's License to visit development or construction sites. Operates a variety of standard office equipment including a personal computer, copier, fax machine, telephone, calculator and based on job assignment may require the performance of other essential and marginal functions.

This description lists the major duties and requirements of the job and is not all inclusive. Incumbent(s) may be expected to perform job-related duties other than those contained in this document and may be required to have specific job-related knowledge and skills.

**Disclaimer:** The above statements describe the general nature, level, and type of work performed by the employee(s) assigned to this classification. They are not intended to be an exhaustive list of all responsibilities, demands, and skills required of personnel so classified. Job descriptions are not intended to and do not imply or create any employment, compensation, or contract rights to any person or persons. Management reserves the right to add, delete, or modify any and/or all provisions of this description at any time as needed without notice. This job description supersedes earlier versions.

I \_\_\_\_\_ have reviewed the above Job Description.

Date: \_\_\_\_\_