



## SAN JUAN COUNTY JOB DESCRIPTION

Job Title: Economic Development Manager	FLSA Status: Non-Exempt
Department: Economic Development	
Effective Date: July 2024	
Revision Date:	Salary:\$54,526.00-\$81,789.00

### **JOB SUMMARY:**

Under Administrative direction, to develop, recommend, promote and implement the goals, strategies, policies and programmatic framework for economic development activities in order to promote the economic base and financial stability and to develop and promote a strong and sustainable communities with quality jobs and a stable, competitive business environment; to plan, organize, direct and evaluate economic development including project management as well as revitalization strategies, programs and related activities, in cooperation with public agencies, educational institutions, businesses and community groups; and to do other work as required. Areas of focus include Economic Development, including Small Business, Recruitment and Retention, Analysis and Reporting, Community Relations, and Business Promotion. Acts as the Economic Development Board liaison; performs the 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. Design and promote San Juan County materials for business attraction and distributed marketing campaigns.

1. Prepares the San Juan County Annual Economic Development Budget, reviews the current year's budget performance with the office manager, and submits the annual budget to the Chief Administrator for approval.
2. Executes initiatives and activities to facilitate local business attraction, expansion, and retention, including incentive awareness, conducting business evaluations/surveys, and providing general economic development assistance.
3. Performs economic development and support work to broaden the 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.



4. Conducts frequent analysis and develops/updates economic development reports and redevelopment activities for advisory boards and the 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.
5. Plans, presents and invites presenters at economic development events and programs throughout the County. Respond to business prospects' requests for information, promote business opportunities, and assist potential new businesses in site selection; coordinate key activities to facilitate the location process.
6. 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.
7. Designs various promotional/marketing materials to attract and retain businesses; prepares marketing materials and sends them to target industries and businesses. Makes marketing presentations, conducts tours, meets with new and existing business representatives, and responds to companies interested in relocating or expanding in the County.
8. Responsible for creating and distributing electronic marketing campaigns designed to support business development and 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. Creates and updates the San Juan County Economic Development website.
9. Plans, schedules, and coordinates economic development special events, such as the "San Juan County Business Basecamp," with the Chief Administrator and the Office Manager.
10. Writes articles, fliers, and other publications; updates, designs, and edits various printed material, including brochures, community profiles, and other promotional/marketing materials.
11. Prepares the agenda for the County Economic Development Board quarterly meetings and posts the agenda and meeting minutes on Municode.
12. Conducts analysis and manages specific grant related projects focused on Economic Mobility throughout the County.



13. Other duties may be assigned.

### **Minimum Qualifications**

1. Education and Experience:

a. Graduation from an accredited college or university with a bachelor's degree in Marketing, Finance, Business, or Public Administration.

b. At least 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, business lending, financing, rural economic development, small business assistance, and community development.

c. Education and experience may be substituted for each other on a year-for-year basis.

2. Necessary Knowledge, Skill and Abilities

#### **Necessary Knowledge, Skills and Abilities**

Understand and analyze financial statements, loan and grant criteria, business plans, real estate proformas, Community Revitalization Areas 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 are important for communication and presentation materials such as PowerPoint, Excel, Illustrator, Photoshop, etc.

Must be able to help shape abstract concepts, produce a definitive product, and work on



numerous projects simultaneously.

Possess a valid driver's license or driving privilege card by hire date.

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.

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, and reaching. Mental application utilizes memory for details, verbal instructions, emotional stability, and discriminating thinking. Must be able to lift and move a minimum of twenty-five (25) pounds.

### **Working Conditions:**

1. Work will be done in a typical San Juan County Administration office. Frequent travel throughout the County and possibly the State, exposure to outside weather conditions.
2. Considerable exposure to stressful situations and stress due to human behavior and various responsibilities.
3. Non-traditional working hours, which may include evenings and weekends.
4. 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, and calculator. Depending on the job assignment, may require the performance of other essential and marginal functions.



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

We are an equal opportunity employer, encouraging women, minorities, and the disabled to apply. All requirements are subject to possible modification to reasonable accommodations.

**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: \_\_\_\_\_