



ANNOUNCEMENT OF EMPLOYMENT OPPORTUNITY

Director of Economic Initiatives

Salary: \$95,000 to \$105,000 DOE/Q annually plus benefits
FLSA Status: Exempt (not eligible for overtime)

Direction and supervision

As a direct report to the City Manager's department, provides leadership and oversight, instilling a spirit of teamwork, partnering, and entrepreneurship within and among subordinate division managers to achieve favorable outcomes in the following areas: Tourism and entertainment sector - directs, with and through the Tourism Director, destination marketing, sales, and a well-defined vision for development of special events. General economic development - achieving economic vitality through community investment in projects and partnerships promoting economic development, business retention, expansion, and diversification. Special events - attraction, retention, and expansion of important events reinforcing the unique character of Prescott for current and prospective residents and visitors. Airport - understanding and overseeing, with and through the subordinate Airport Operations Manager, Airport business operations including enhancing revenue.

Qualifications

Bachelor's Degree in Public or Business Administration, Economic Development, Marketing, Economics, Planning, or closely related field. Five years of progressive work experience, including management and supervision, economic development (either municipal or private) including economic analysis and data collection. Particular experience and accomplishments in promoting and attracting leads and location/relocation to an economic activity center consisting of public and privately held lands, such as an airport business park; any combination of education, experience, and training equivalent to the above minimum requirements.

Preferred experience and training

IEDC Certified Economic Developer (CEcD) certification; Masters Degree in Public or Business Administration, Economic Development, Economics, Planning, or closely related field; progressive experience in economic development; experience with recruitment of companies, in particular areas of aeronautics/aviation, technology and biosciences, and scalable start-up businesses, with focus on build-out to an airport business park with university attraction; working knowledge of commercial real estate transactions.

Other requirements

Must possess, or obtain upon employment, a valid Arizona driver's license. Must be able to attend weekend and/or evening meetings; travel out-of-town for meetings and trade shows required. Must be able to obtain IEDC Certified Economic Developer (CEcD) certification within two years of hire and attend annual training to maintain certification.

Tasks

- Create and maintain of a unified vision for the department; communicates and reinforces the vision through defining long and short-range goals, aligning work programs and allocation of resource allocation.
Propose and implement revenue options enabling economic development and business retention, tourism and destination marketing.
Direct the City's economic development activities, in particular through strategic utilization of City-owned commercial real estate at the airport.
Direct periodic updates of the Airport Master Plan and integrate it into the City's overall economic development program.
Engage in the compilation and presentation of research including demographics, economic trends, strategic plans, and community competitiveness to the City Council and community partners including the development, private business and education sectors.
Regularly meet with key decision makers regarding business and market conditions, recommendations regarding the economic climate and actions to sustain the local economy.
Direct appropriate resources toward, guides and assists local businesses in identifying key customers, strategies and target markets including analysis of competitors and their strategies, industry trends and forecasts, market size and sales, demographics and psychographics (lifestyle information), market research reports, prospective partners and resources, marketing lists and leads.
Facilitate and conduct site tours for companies/businesses considering locating/relocating to the Prescott area; meets and assists in connecting companies/businesses with developers, contractors, financial institutions, legal advisors and others.
Oversee negotiation of detailed leases, development agreements, contracts, etc., as well as coordinating the sale or lease of the City's commercial property inventory with real estate prospects, developers and other interested parties.
Create comprehensive client proposals for presentation regarding potential relocation to the area along with recommendations for strategies to attract high wage positions including incentive programs that may be offered to prospective employers and/or existing businesses.
Serve as the City's primary point of contact for economic development, responding to requests for information, preparing economic statistical data and researching property profiles to attract potential companies to the area.
Manage, prepare and review Requests for Proposals for City-owned land, review contracts and determine if contract language meets the City's needs and requirements and work with Legal Department to ensure that all contracts are in compliance with City and state statutes.
Performs other related duties as required.

Knowledge, Skills, and Other Characteristics

- Professional skills and knowledge in the day-to-day management of the City's economic, tourism and special events policies and programs.
Specific experience in airport/aviation-oriented business sufficient to effectively market and oversee the business operation of the City's municipal airport.
Ability to perform highly responsible economic development duties of a complex and advanced nature in a fast-paced work environment.
Extensive knowledge of the principles and practices of economic development and tourism market analysis accompanied by a proven track record of results.
Thorough knowledge of the economic, geographic and demographic factors of and affecting the community.
Considerable knowledge of related state and federal economic development and tourism programs.
Extensive knowledge and experience in working with public and private financing mechanisms to promote economic development.
Ability to verbally communicate complicated economic development-related matters with the public, in a clear and concise manner and defend economic development decisions that may be controversial in nature.

Applications and resumes must be received by 5:00 p.m. June 7, 2013

Send application/resume to: City of Prescott, Human Resources, 201 S. Cortez St., Prescott AZ 86303
(928) 777-1284 (928) 777-1315 Fax: (928) 777-1213 Email: hr@prescott-az.gov Visit our website at www.cityofprescott.net
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