

ECONOMIC DEVELOPMENT DIRECTOR

Definition

Administrative, technical and professional work in community and economic development for the Town of Ayer, Massachusetts; prepares and implements community and economic development plans, programs and services; all other related work as required.

Supervision

Works under the policy direction of the Board of Selectmen and under the administrative direction of the Town Administrator.

Performs highly responsible functions of a complex nature, providing professional advice to State and local officials, boards and committees, concerning the development and implementation of the policies, goals, regulations, and statutory requirements related to community and economic development for the town.

Job Environment

Work is performed under typical office conditions; infrequent work is conducted in the field with exposure to various weather conditions; frequently travels and attends evening meetings; the noise level in the work environment is usually quiet in the office, and moderate in the field.

Operates automobile; operates computer and standard office equipment such as telephone, facsimile machine, copier, etc.

Makes very frequent contact with municipal, regional, State and federal officials, the business community, the media, and the general public; works closely with other local and County departments involved in community and economic development activities.

Errors in planning procedures, or the interpretation of State and local legislation, could result in recommendations adversely affecting community development and the local economy.

Essential Functions

(The essential functions or duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.)

Monitors and directs all community and economic development activities including business retention, industrial, commercial and residential rehabilitation and development, research and statistical material for use by existing industries and those considering the Town of Ayer.

Formulates policy recommendations for the board of selectmen including planning, evaluation,

coordination and review of town programs and procedures relative to community development, housing, physical and economic development; advises and makes recommendations to the Selectmen regarding community and economic development in the Town; acts as the Selectmen's principal representative before boards, agencies and commissions relative to community and economic development.

Develops and executes marketing plans designed to promote the Town of Ayer to prospective businesses and developers; works with existing town companies wishing to expand or needing assistance. Develops and oversees marketing and direct mail programs that promote the Town to out of the area businesses; coordinates and directs recruiting efforts to business prospects outside of Town; oversees the conduct of business climate polls among area industries; works with the Ayer Industrial Development Commission (AIDC) and the Massachusetts Government Land Bank and other public and private agencies involved in industrial, commercial, and residential development; develops and oversees response mechanism for handling inquiries; in cooperation with the AIDC, oversees the inventory of industrial/commercial land and buildings.

Assists in the development of educational programs designed to increase the productivity or economic well-being of the Ayer business community and their employees. Interacts with business organizations to identify technical assistance programs which meet their existing needs; develops and administers those programs.

Assists in the development and articulation of the Town's position on legislative issues.

Works with the selectmen to develop programs for utilization of the town's Urban Development Action Grant (UDAG) funds; programs are designed to benefit all sectors of the community.

Works in cooperation with the planning board regarding the community's long-range strategic plans.

Conducts studies relative to development activities and prepares reports and recommends solutions or options to the selectmen.

Seeks federal, State, and private grant programs to meet community and economic development objectives of the Town; prepares and submits applications; administers programs upon award of funding.

Prepares reports, records, and statistical data, applications, and associated documents for federal, state, local or private agencies regarding community and economic development issues; writes policy position papers, letters, proposals, articles, press releases, and internal memoranda.

Prepares and administers the annual departmental budget; maintains complete records on all relevant activity.

Coordinates business seminars; performs public relations functions related to economic development in the Town; continuously works on new projects and/or programs; performs similar or related work as required or as situation dictates.

Recommended Minimum Qualifications

Education and Experience

Master's Degree in urban planning, business or public administration, economics, marketing, finance, or related field; three years of experience in a professional capacity in economic development at the local, regional or state level; experience in public speaking and with media relations is highly desirable; or any equivalent combination of education and experience.

Special Requirements

A Massachusetts Class D motor vehicle operator's license is required.

Knowledge, Ability, and Skill

Knowledge. Considerable knowledge of business development. Considerable knowledge of economic development. Working knowledge of municipal zoning and infrastructure. Working knowledge of planning programs and processes. Thorough knowledge of planning and economic theory. Knowledge of the economic, sociological and environmental aspects of development. Knowledge of financial systems and grants administration is necessary.

Ability. Ability to plan, organize and direct the preparation of comprehensive research studies, analyze problems, prepare reports and formulate recommendations. Ability to speak and write effectively. Ability to establish and maintain effective working relationships with businesses, board/committee members, officials and the general public. Ability to make formal presentations to government agencies, businesses, regional agencies, municipal boards and Town residents.

Skill. Demonstrated grant writing and administration skills. Strong organizational skills. Self-motivated and the ability to work independently. Skill in word processing and data processing. Skill in the above listed tools and equipment. Negotiation and mediation skills.

Physical Requirements

Work is performed mostly in an office setting. Some outdoor work is required in the inspection of various land use developments and construction sites. Hand-eye coordination is necessary to operate computers and various pieces of office equipment. Employee is occasionally required to stand or sit; walk; use hands to finger, handle, feel or operate objects, tools, or controls; and reach with hands and arms.

(This job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.)