

Economic Development Director

Job Profile

Economic Development Directors have a strategic focus. They administer economic development programs for a city. While they deal with individual businesses on individual situations, they maintain a “macro- level” perspective on the city’s economy. Economic development directors study market trends and apply their expert judgment to opportunities and threats facing the local economy.

The economic development director advises the city manager and city council on emerging and developing economic issues. The director may also present to local civic and business groups on proposed economic development agreements.

To ensure that businesses are treated fairly, economic development directors write city policy governing how tax and other incentives will be awarded to businesses. These policies dictate what sort of economic impact must be reasonably expected in order for businesses to qualify for particular incentives.

Economic development policies are ultimately approved by the city council. Deviations from policy are also brought to the city council for approval.

In addition to bringing in new businesses, economic development directors look to strengthen the businesses already located in the city. They persuade businesses to remain where they are and expand operations where appropriate.

Develop and maintain close regular contact with existing local businesses, civic clubs and private developers.

Develop and implement programs for prospective business opportunities and maintain a prospect registry for follow-up on a regular basis.

Develop and implement marketing initiatives that target and encourage investment in new or expanded businesses and commercial activities in the Clinton trade area.

Play a significant leadership role whenever necessary in negotiating “deals” that require action from various groups, such as private developers, investors, lending agencies, state and local government agencies, and elected officials.

Develop and implement a system that ensures that information on the available buildings, industrial lands and office space in the local area is current and readily accessible for economic development prospects.

Create, develop and maintain a modern web presence for Economic Development in Clinton.

Suggested General Background and Qualifications for most Developers.

A degree or equivalent significant experience in business management or marketing.

A background that includes experience in one or more of the following: market research, advertising, public relations, business retention, community planning, and in acquiring grants through grant research, preparation and writing.

Should have experience working with elected officials, businesses and community leaders in economic or community development projects .