

Title: Economic Development Coordinator

Class Code: 2238

PG: 54

Date: 09/08

Status: Civil Service

Position Reports to: Director of Community Development/City Manager's Office

Department: Community Development

GENERAL DESCRIPTION OF CLASS:

This is professional work in the field of planning and economic development. The employee in this class functions with considerable latitude of administrative discretion within the framework of policies and procedures established by the Community Development Director. Work includes the coordination of complex planning projects, development activities and special projects as well as report writing, data analysis, research, presentation of projects and the development of policies and procedures. Public and interdepartmental contacts and coordination are important features of this position.

ESSENTIAL FUNCTIONS:

1. Performs research, planning and technical analysis for complex planning projects and prepares reports, including demographic and statistical information for specific projects and for the general distribution to the public.
2. Manage Lakeland's Enterprise Zone Program. Market the areas economic development plan Zone to promote the City and its amenities locally and regionally to prospective and existing businesses. Promote business growth and expansion within the Enterprise Zone, thus creating additional development and redevelopment opportunities. Partner with a variety of public and private agencies to accomplish the short and long term goals established in the Enterprise Zone strategic plan.
3. Support, organize and serve as City Liaison to the Enterprise Zone Development Agency.
4. Develop and analyze economic, demographic and fiscal information and document on an annual basis.
5. Serve as liaison with consultants, developers, private organizations, public agencies and City staff regarding assigned planning and related projects.
6. Develops alternative solutions to meet established objectives and goals.
7. Gathers, analyzes and presents data in the form of written, graphic and oral reports.
8. Participate in the development and implementation of goals, objectives, policies and priorities for a variety of tasks.
9. Prepare memoranda, letters, staff reports and administrative guidelines pertaining for both internal and external City departments relating to specific projects.
10. Work with real estate agents and brokers to facilitate the process of acquisition and negotiation.
11. Develop and maintain a database of property comparables for all property researched.
12. Document processes for the approval, purchase and acquisition of property.
13. Research existing laws, market data and field conditions.
14. Coordinate all citywide activities related to annexation, including but not limited to, the development of strategic plans, conducting referendums, prepare fiscal impact analysis, control growth and monitor Legislative activities surrounding annexation.

ADDITIONAL RESPONSIBILITIES:

1. Participate in public and private planning and development meetings.
2. Performs related work as required.

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KNOWLEDGE, SKILLS & ABILITIES:

1. Knowledge of principals and practices of city planning and economic development.
2. Knowledge of principals and practices of real estate, including appraisals, price valuations and negotiations of vacant, residential and commercial properties.
3. Knowledge of the principals, practices and techniques of project management.
4. Knowledge of fiscal analysis, economics and finance.
5. Knowledge of personal computers and PC-based spreadsheet, database, word processing, project management, presentation and geographic mapping software.
6. Considerable knowledge of the core business functions of all other City departments, including billing systems, rate structures and surcharges.
7. Knowledge of City and County tax rates, utility structures and impact fees.
8. Knowledge of Annexation procedures, practices and strategies including a thorough understanding of the Florida Statutes as they relate to the laws of annexation.
9. Ability to present ideas and findings clearly and concisely in both written and oral form.
10. Ability to plan, schedule and coordinate in an effective manner projects involving other City of Lakeland departments.
11. Ability to establish and maintain effective working relationships with subordinates, supervisors, other city departments and officials, other government and private agencies and the general public.
12. Ability to perform technical research involving economic and fiscal planning problems.

WORKING ENVIRONMENT/CONDITIONS:

Requires sedentary work that involves walking and standing some of the time, exerting up to 10 pounds of force on a recurring basis, and routine keyboard operations.

The job risks exposure to no significant environmental hazards.

The job requires normal visual acuity, and field of vision, hearing, speaking, color perception, sense of smell, depth perception, and texture perception.

QUALIFICATIONS (EDUCATION, TRAINING, AND EXPERIENCE):

1. Bachelor's degree from an accredited college or university with specialization in public administration, business administration or economics, and two (2) years of experience in project planning and project management. A masters degree preferred.
2. An equivalent combination of education and experience that is determined to be directly related to the foregoing specific requirements may be substituted.
3. Completion of City University Level one (1) or completion within twelve (12) months.

SPECIAL REQUIREMENTS:

1. Must possess a valid state of Florida driver's license.
2. Must maintain a valid home telephone number.
3. May be required to work overtime, or alternate hours, as necessary for the efficient operation of the department. Position may be designated as Mission Critical by Department Director.