



*The City Beautiful*

## **City of Coral Gables Job Description**

**Job Title:** Economic Development Director  
**Department:** Economic Development  
**Classification:** 0640  
**Pay grade:** 38E  
**FLSA:** Exempt

**Prepared Date:** 06/2015

**Approved By:** HR/CM



### **Summary**

Under the broad policy guidance of the City Manager this position serves as a key member of the City's leadership team with direct responsibility for the effective implementation of City-wide strategic and operating initiatives to strengthen the economic base, attract and retain the best businesses, reinforce a high quality brand image, and effectively market Coral Gables for success. The Economic Development Department's mission is to: position Coral Gables for sustainable, long-term economic vitality that enhances the quality of life of residents and strengthens the business environment. To help accomplish this, the Director must build relationships and implement strategies and systems to enhance operations, engage employees, increase customer satisfaction, and maximize resources. In addition, the Director must be able to think strategically and exercise considerable initiative and independent judgment while respecting confidentiality in the corporate decision making process.

### **Essential Duties and Responsibilities**

The following duties are normal for this position. The omission of specific statements of the duties does not exclude them from the classification if the work is similar, related, or a logical assignment for this classification.

Directs and oversees a comprehensive interdisciplinary economic development program for the City of Coral Gables which includes business retention, business recruitment, new business start-up, retail development, and right-sized real estate investment to strengthen the commercial tax base while promoting and encouraging programs that enhance the City's quality of life.

Identifies and directs public/private joint ventures that are consistent with community objectives, including RFP solicitations, new initiatives, and revitalization efforts.

Develops a variety of cost-effective marketing initiatives and small business assistance strategies related to economic development to attract and retain targeted businesses and nurture start-ups consistent with the City's overall brand image.

Identifies impediments and develops solutions to facilitate the permitting and regulatory process and expedite commercial redevelopment by assisting commercial and business developers and property owners.

Serves as executive staff to the Economic Development Board and the Property Advisory Board and works collaboratively and regularly with other agencies, boards, authorities, commissions and civic groups by fostering a culture of mutual respect and cooperation.

Maintains "best practice" comparisons and stays informed of technological advancements and trends in municipal economic development.

Oversees the annual, accurate updating of relevant market-related, demographic, site selection information. Establishes and implements an up-to-date public information/data program on commercial development trends, property availability and rental rates.

Develops and implements long range and annual action plans to meet the needs of a growing City while collaborating on “big picture” strategies through City policies, procedures, and regulations.

Demonstrates leadership by advocating for innovation and strategic change, and promoting the development of a diverse and engaged workforce.

Develops the talents of a qualified staff, ensuring professional and courteous service from all employees in support of the City’s mission, values, customers and stakeholders.

Proposes, analyzes, recommends and acts upon Federal, State and Local regulations and ordinances which will affect or enhance economic development projects. Ability to articulate and advocate for a business-friendly environment helpful.

Manages various consultant contracts and affiliations with maximum results while requiring a minimum of City resources.

Performs other related tasks as required.

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

Knowledge of the principles and practices of local economic development, real estate principles, marketing, and public administration. Knowledge of the City’s building and zoning codes helpful. Ability to compile and analyze data regarding the availability of commercial properties within the City and the City’s economic condition. Ability to effectively present and promote the benefits of conducting business in the City of Coral Gables. Must have the ability to think creatively and strategically and to present technical information clearly to lay and professional groups. Must have a strong character of ethics and integrity and a high standard of excellence. Ability to establish and maintain effective working relationships with employees, peers, officials, other agencies, and the public. Excellent verbal and written communication skills are necessary, experience with social media to promote an area helpful. Ability to supervise the work of others in a manner conducive to full performance and high morale.

### **Physical Requirements:**

Must have the use of sensory skills in order to effectively communicate and interact with other employees and the public through the use of telephone and personal contact as normally defined by the ability to see, read, talk, sit, stand, hear, use hands to fingers, handle, feel or operate objects, read and write English. Physical capability to effectively use and operate various items of office equipment; such as but not limited to a personal computer, calculator, copier and fax machine.

Considerable amount of time spent using computer. Work is predominately indoors within a somewhat hectic paced environment with multiple (sometimes competing) priorities. Occasional outdoor events required and periodic attendance at evening events and functions is expected. Must be able to lift, carry and or push articles weighing up to 20 lbs.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the job.

### **Minimum Education and Experience**

Bachelor’s degree in Economics, Urban Planning, Real Estate, Business Administration, Public Administration, Marketing or a related field. Master’s degree preferred. Certification in Economic

Development (CEcD) or related credentialing desirable. The successful candidate may not hold an active real estate license once selected.

Minimum eight (8) years of management and supervisory experience in municipal or not-for-profit economic development or redevelopment. Desirable experience to include strategic planning, business recruitment, small business development, real estate development and marketing.

Valid Florida Driver's License.