



The City Beautiful

City of Coral Gables Job Description

Job Title: Business Development Specialist
Department: Economic Development
Classification: 0642
Pay grade: 23E
FLSA: Exempt

Prepared Date: 7/2016
Approved By: HR/CM



Summary

The Economic Development Department implements City-wide initiatives to strengthen the economic base, attract and retain quality businesses, and effectively market Coral Gables for success, including oversight of the City's property assets. The Business Development Specialist will oversee and implement the City's business retention, expansion and recruitment strategies in partnership with property owners, merchants, brokers, and partner institutions. This position will exercise considerable initiative and independent judgment under the general supervision of the Economic Development Director.

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.

Oversees development and implementation of strategic business development initiatives, including the Downtown Retail Strategy, corporate recruitment strategies, and other projects.

Prospects for, and builds relationships with, successful businesses; promotes the City as a place for their business expansion/relocation plans; and provides details on the characteristics of specific spaces.

Builds rapport with property owners and their real estate representatives; and serves as the City's point-of-contact between them and prospective tenants.

Coordinates and collaborates with partner institutions, including the Coral Gables Business Improvement District, Beacon Council, Miami-Dade County Economic Development and International Trade Department, Enterprise Florida, various chambers of commerce, and other economic development organizations.

Participates in, and travels to, business recruitment events, trade missions, conventions and trade shows as needed and appropriate.

Works with existing businesses that may need assistance with issues such as renovations, merchandising, window display, marketing, etc.

Assists the City's Asset Manager in identifying tenants for City owned properties.

Collects, compiles, researches and analyzes statistical data and business trends related to business retention, expansion and recruitment efforts.

Maintains currency of knowledge with respect to relevant macro and micro economic indicators, including real estate, tourism, monetary policy, taxes, employment, industry clusters, etc.

Maintains databases of properties and of tenant prospects.

Contributes to the development of marketing material.

Performs related work as required.

Knowledge, Skills, and Abilities

Must have superior oral and written communication skills, highly developed interpersonal interaction skills, and strong networking skills. Must have excellent coalition-building skills, including the ability to motivate, negotiate, and persuade stakeholders into a course of action. Must be outgoing, with a friendly personality and a tenacious, positive, "can do" attitude. Must possess a strong work ethic, and be independent, self-motivated, and detail-oriented. Strong interest in style/fashion/design/food highly desired.

Effective public speaking skills are highly desired. Must be creative and able to juggle priorities and meet deadlines. Must be flexible, willing to travel as needed, and able to work in a high pressure, fast paced environment. Must have basic math skills required to analyze and compute statistics, financial transactions, and other standard calculations related to the analytical functions of the position.

Knowledge of, and affinity for, the City of Coral Gables highly desired. Ability to establish and maintain effective working relationships with other City officials, employees and the general public. Must be able to think strategically and respect confidentiality in the decision making process.

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 the computer. Work is part indoors, part outdoors, with a somewhat hectic paced environment with multiple (sometimes competing) priorities. Regular travel within and outside of the region, as well as attendance at evening and weekend events and functions, is expected. Must be able to lift, carry and 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 business administration, economic development, real estate, marketing, hospitality or a related field is required. Master's degree is preferred. The successful candidate may not hold an active real estate license once selected.

Minimum of two (2) years' prior experience. Experience in one or more of business development, retail, restaurant, sales, advertising, public relations, design, or related disciplines is desired. Bilingual (English/Spanish) preferred.

Valid driver's license.