



**CITY OF DULUTH**  
**3167 Main Street**  
**Duluth, GA 30096-3263**  
**(770) 476-3434**

## **JOB DESCRIPTION**

**JOB TITLE:** **ECONOMIC DEVELOPMENT & MARKETING SPECIALIST**

**DEPARTMENT:** Economic Development & Marketing

**SUPERVISOR(S):** Public Information & Marketing Manager; and  
Economic Development & Marketing Director

**DATE:** 07/18/2019

**EEO CATEGORY:** 05 - Paraprofessional

**EEO FUNCTION:** 01 – Financial/Administration/General Control

**FLSA:** Non-Exempt (“Hourly”)

*The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer without notice as the needs of the employer and/or requirements of the job change.*

### **JOB SUMMARY:**

The primary goal of Duluth’s economic development and marketing team is to develop outreach plans for our community ensuring consistency in messaging, providing general information to the public and to help bring businesses and jobs to the city and maintain its economic well-being. The Economic Development and Marketing Department in Duluth is proactive and results-oriented.

The Economic Development & Marketing Specialist must have a broad understanding of marketing principals and the ability to use those principals to further economic development goals. This includes performing a wide variety of tasks unique to the comprehensive, real estate-driven philosophy of economic and community development and placemaking at the City of Duluth. These complexities include project-based recruitment, retention and expansion of new and existing businesses by promoting the City of Duluth as a business location, generating

qualified prospects in targeted character areas, and improving the competitiveness of the community's business climate through a wide variety of communication channels.

Some of the tasks unique to this role in Duluth include:

- Playing the role of staff liaison and coordinator to the Downtown Development Authority (DDA), the entity responsible for helping to catalyze the development of Duluth's downtown district. The Marketing & Economic Development Specialist is responsible for development of the DDA Agenda, running of monthly DDA meetings, and all other tasks and duties that pertain to the DDA.
- Working in concert with property owners and tenants as well as brokers and developers to proactively eliminate vacancies, redevelop underutilized or blighted sites, and push standards for quality new development.
- Facilitation – being hands-on from initial company visits to ribbon-cutting and beyond; working with the Planning Department, Code Enforcement Department and Business Department to get a project off the ground and into service.

This employee is also responsible for developing programs pertaining to these business recruitment, retention and expansion goals as well as assisting the Economic Development & Marketing Director with day-to-day duties and complex project tasks.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

*The 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. To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

#### **Marketing and Outreach (50%)**

- Designs, develops and implements communications projects, programs and annual outreach plans to ensure consistency in message and support of organizational and recruitment goals and objectives.
- Promotes economic development activities through social media outlets, press releases, targeted publications

- Assists in determining target markets to expand audience base; creates, updates and produces communications materials, marketing plans and other collateral from concept to completion.
- Contributes content and design for print publications, website and social media platforms. Uses analytics to drive and develop new content. Ensures quality, consistency and accuracy of content.
- Manages special projects as assigned by the department director.
- Assists in coordinating public information and marketing programs and functions with other City Departments; and state, county, municipal, and other local agencies (such as school boards and various community based organizations).
- Coordinates the preparation of flyers, news releases and public announcements that describe and promote interest in economic development activities.
- Assists with media relations and press release writing and dissemination, as well as helping gather and write copy for Duluth Life magazine.
- Assist with ideas, creative input, and development of the City's graphic design needs; produce high-end graphic design pieces such as brochures, flyers, videos, promotional items, and artwork for annual reports, brochures, flyers, both in online and print formats (i.e. marketing collateral materials).
- Make presentations to business owners, developers, management, and public officials to promote economic development activities.
- Attends community meetings, events, councils, roundtables, committees, etc. as assigned.
- Establishes and maintains effective relationships with City officials, City staff, departmental staff, key stakeholders, project leads/managers, community leaders, home owners associations, governmental agencies, school organizations and varying member of the general public to develop materials, content, programs and events.

### **Economic Development (50%)**

- Assist in implementing a targeted program that integrates multiple platforms to influence and build relationships with prospects, consultants, company decision makers, and media information sources.

- Proactively identifying and addressing community business climate issues; and assisting in providing research and information, and/or technology support needed to execute these tasks.
- Communicate with the general public, other City employees, management, public officials, business owners, real estate executives, human resource directors, bankers, developers, and technical staff in order to negotiate complex agreements, communicate needs of multiple parties, develop programmatic activities, and explain projects.
- Make presentations to business owners, developers, management, and public officials to promote economic development activities.
- Work with Partnership Gwinnett, Gwinnett Chamber, Atlanta Regional Commission, various utilities, Georgia Department of Economic Development, Georgia Department of Community Affairs, business associations, and other regional and state economic development agencies to provide detailed and targeted responses to business leads.
- Staff regional and national sales missions, prospect trips, and trade shows to promote Duluth and the Duluth zip codes area.
- Prepares memos, detailed analytical documents, management reports, and project status reports in order to communicate program success, explain complicated ideas, and describe complex projects.
- Assist in establishing a baseline of information with respect to existing local businesses; support local business growth; increase employment for Duluth citizens; expand the community's economic base; and provide outreach to existing businesses; establishing and strengthening relationships with local businesses; providing information to existing businesses regarding the availability of assistance programs, including management assistance, job training, employee recruitment, and financing programs; discovering and confirming local service and location advantages for use in marketing Duluth to firms considering a new location; and identifying service or location deficiencies which hinder economic development, and developing strategies to eliminate or mitigate the deficiencies.
- Assist in providing targeted research support, including but not limited to: researching data; preparation of information for targeted promotional activities; database management; GIS mapping; and a variety of other duties related to developing, producing, updating, and designing marketing and promotional materials for business retention and expansion, business recruitment, and international trade activities.

- Assist in the achievement, implementation, and operation of special designations designed to foster economic development; including: Tax Allocation Districts, Georgia Downtown Renaissance Fund Act, Opportunity Zones, and other designations as needed.
- Assist in the liaison duties related to the Downtown Development Authority which is charged with promoting activities within its defined service boundary.
- Assist in organizing meetings of commercial brokers and agents with interest in the City of Duluth as well as office park managers and shopping center managers.
- Comprehend and makes inferences from written materials such as reports, appraisals, land and title reports, and building cost estimates in order to understand project proposals, establish work schedules, and negotiate agreements.
- Participate in the development of an annual work program and maintains work effort by setting meetings, making travel plans, negotiating business options, and developing strategies in order to conduct economic development activities.
- May require travel to make out-of-state visits to recruit companies and meet with company representatives, trade councils and organizations, government officials, and interested investors.
- Perform statistical comparisons and trend analyses, and analyze data relating to demographics, building permits, zoning, financing sources, real estate needs, investment strategies, and incentives.
- Visit building sites and unimproved land, attend regional and statewide meetings, and conduct tours for business people.
- Independently travels to national and international locations to promote Duluth and develop international markets if needed.
- Independently organize and manage development projects involving complicated real estate transactions, intergovernmental agreements, purchase and sales agreements, and purchase options in consultation with the City Attorney.
- Organize professionals such as engineers, surveyors, architects, contractors, etc., contracted to carry out duties related to the development of technically challenged properties, review their efforts, motivate adherence to deadlines, resolve challenges, and generally oversee the project to implementation.

- Prepare and report technically difficult transactions to Downtown Development Authority, Mayor and Council, and the public in a clear and concise manner.
- Write and publish technically difficult reports, edit technically difficult reports, research and clarify data related to specific pieces of real estate.
- Prepare documents related to property closings and edit those documents in consultation with the City Attorney.
- Prepares agendas, minutes, staff reports to the Downtown Development Authority, Parsons Alley Design Review Committee, and other committees as needed.
- Leads meetings along with Economic Development & Marketing Director as staff liaison to the Downtown Development Authority and Parsons Alley Design Review Committee.
- Attends regular city council meetings, Downtown Development Authority meetings, Duluth Business Association meetings, and other meetings as needed to promote the City of Duluth economic development interests.
- Other duties as may be assigned

Essential Duties and Responsibilities of All City Employees:

1. Adheres to all applicable state and federal laws, ordinances, policies, procedures, rules and regulations
2. Endeavors to continuously improve the services provided to the citizens of Duluth
3. Demonstrates work initiative and makes positive suggestions for improvement
4. Performs other related duties and functions as directed, or which are readily apparent
5. Demonstrates good interpersonal communication skills with citizens, co-workers, and supervisors
6. Works as scheduled
7. Accepts and follows instruction, evaluation and correction
8. Demonstrates interest and initiative in learning new techniques and procedures; attends scheduled training

9. Helps other employees when needed or asked
10. Assists in training new employees
11. Carries assigned workload
12. Wears acceptable and clean clothing/uniform
13. Demonstrates acceptable personal hygiene and grooming
14. Demonstrates decision making/problem solving ability
15. Follows chain-of-command

**PERIPHERAL DUTIES:**

None.

**SUPERVISION RECEIVED:**

Incumbents exercise independence and initiative to complete assigned tasks. Supervision is received from the Assistant Economic Development & Marketing Director who reviews and assigns work through daily conferences, meetings, and reports, and monitors results achieved. Functional supervision may be received from senior-level staff on more complex or large projects.

**SUPERVISION EXERCISED:**

None.

**EMPLOYMENT STANDARDS:**

*Employees must be at least 18 years of age, and must be legally able to accept work in the United States.*

*Any combination of experience, training, and education which provides the required knowledge, skills, and abilities to perform the duties and responsibilities of the job will be considered.*

**Education & Training:**

Bachelor's degree from an accredited college or university in Marketing, Economic Development, Business or Public Administration, or a related field is required.

### Work Experience & Language Skills:

Two years of work experience in a professional-level capacity in a marketing or economic development-related area is required.

Foreign language skills are a plus.

### Other Requirements:

*Failure to: (1) obtain and maintain all required certifications, licenses, and commissions as required; or (2) failure to successfully complete all required training; or (3) failure to meet other job requirements may result in discipline, up to and including termination of employment.*

1. Possession of a valid Class C Georgia Driver's License is within 30 days of hire, and must be maintained throughout employment.
2. Acceptable Motor Vehicle Record (MVR)
3. Take and pass a drug screening test
4. Travel and/or overnight stays may be occasionally required for assignments or training
5. Possess a valid Passport for potential international travel

### **TOOLS AND EQUIPMENT USED:**

- Personal computer and printer
- Proficiency in computer software including:
  - computerized financial software (NewWorld)
  - word processing (MS Word)
  - spreadsheet (MS Excel)
  - database (MS Access)
  - presentation (MS PowerPoint)
  - publishing (Adobe Acrobat, Illustrator, Indesign, Photoshop)
  - electronic record imaging (LaserFiche)
  - website design and maintenance (Revize)
  - Real Estate and Marketing Software (CoStar)
  - Other related software
- Computer hardware, particularly desktop/laptop PC, printer, scanner
- Calculator
- Telephone, fax and copy machines



- Shredder
- Automobile

**KNOWLEDGE, SKILLS AND ABILITIES REQUIRED:**

*The requirements listed below are representative of the knowledge, skills and abilities (KSAs) required for satisfactory performance of the job duties and responsibilities at a “Fully Proficient Level”. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

**Knowledge Required:**

Knowledge of marketing processes and procedures

Knowledge of computer operations and graphic design software

Knowledge of economic development principles, practices, and techniques

Knowledge of laws, ordinances, regulations, and policies of various government agencies as they affect the business community and economic development efforts

Knowledge of land use, zoning ordinances, permit requirements, and licensing

Knowledge of the principles and techniques of sales, marketing and promotion

Knowledge of current economic development, demographic, and market trends in the regional area

Knowledge of research and analysis methods and techniques

Knowledge of local business and real estate markets

Knowledge of modern office practices, methods, equipment and standard clerical procedures including alphabetical and numerical paper and electronic filing systems, and records management

Knowledge of personal computers, financial software, purchasing software, and general use software (word processing, spreadsheet, presentation, publishing, etc.)

Knowledge of applicable federal, state, county, and city laws, ordinances, rules and regulations (particularly relating to the security of information)

Knowledge of city and departmental policies, procedures, directives, rules and regulations

Knowledge of the geography, road network, public buildings, and emergency facilities of the city

Knowledge of standard American English grammar, punctuation, and spelling

Knowledge of the principles of basic mathematics

Knowledge of the principles of first aid and CPR

Knowledge of interpersonal communication skills

Skills Required:

Skill in the effective, efficient, and safe use of all tools and equipment used in the performance of their job

Skill in writing legibly

Skill in proofreading

Skill in driving vehicles under routine conditions, including driving in congested traffic, and in unsafe road conditions caused by factors such as fog, smoke, rain, ice, and snow

Skill in performing first aid and CPR techniques

Abilities Required:

Ability to learn and manipulate real estate based software programs to generate reports relevant to the City of Duluth

Ability to independently research topics and make presentations on complex subjects

Ability to play a liaison and expeditor role between various government departments and/or agencies and private business, industry, and development representatives

Ability to demonstrate sales, marketing, and promotion skills

Ability to operate a variety of computer equipment and software

Ability to use initiative and sound judgment within established procedural guidelines

Ability to read and interpret sketches, drawings, specifications, and technical manuals

Ability to learn City or department terminology and systems needs

Ability to learn more about complex principles, practices, techniques and regulations pertaining to assigned duties

Ability to develop and coordinate work programs to meet users' needs

Ability to quickly learn and put to use new skills and knowledge brought about by rapidly changing information and technology

Ability to plan, organize, and effectively present ideas and concepts to individuals and groups

Ability to assimilate information from a variety of sources (included internet, printed, etc.), analyze information, and recommend courses of action

Ability to analyze data; and to interpret and prepare accurate reports and records

Ability to maintain accurate and detailed reports and records

Ability to observe safety principles and operate all tools and equipment in an efficient, effective, and safe manner

Ability to carry out duties according to federal, state, county and city laws, ordinances, and administrative regulations; city and departmental policy, procedures, directives, rules and regulations; and external directives

Ability to observe and analyze situations quickly and objectively and, using good judgment, determine an effective and efficient course of action to be taken with due regard to the task, hazards, situation, and circumstance

Ability to communicate clearly and effectively with people in a courteous, tactful, and fair manner under all conditions

Ability to handle difficult situations in an effective, safe, timely and legal manner

Ability to read, speak, write and spell using standard American English grammar

Ability to write clear, complete, accurate, comprehensive and effective reports in a timely manner

Ability to write and/or type orders, forms, reports, letters, memos and correspondence from long hand, rough draft, or oral instructions.

Ability to recall and relate details of incidents in order to prepare written reports and present information to concerned parties

Ability to perform mathematical calculations with speed and accuracy

Ability to prioritize and handle multiple tasks in an effective, efficient manner in high pressure situations; and to follow up on work assignments

Ability to work with a diverse constituency

Ability to understand and follow quickly and accurately, complex, oral and written instructions and procedures

Ability to obtain information through observation and interview

Ability to successfully complete the department's training programs following employment/assignment

Ability to give accurate directions

Ability to work well in a high-pressure, multi-tasked environment amid frequent interruptions and to redirect focus of attention to a task after an interruption

Ability to assign priorities to tasks and to reassign priorities as the situation and circumstances change

Ability to search for information from many various sources in order to respond to appropriate and relevant requests or to complete required duties

Ability to organize information for the employee's own use in their official capacity, and to present it to others for their use

Ability to analyze, plan and organize work

Ability to maintain records within filing systems (file management)

Ability to establish and maintain effective working relationships with a wide range of persons, including: supervisors, peers, other city employees, attorneys, vendors, business executives, developers, advisory boards and the general public

Ability to work effectively as an individual and as a team member

Ability to work independently, under only general supervision

Ability to assert self appropriately

Ability to accept responsibility, acknowledge mistakes, and share successes

Ability to adapt to changes in work conditions

Ability to perform computer related functions

Ability to type accurately at a minimum of 35 words per minute

Ability to properly handle confidential information

Ability to successfully pass the hiring/promotional testing process as required for this position

Ability to think critically, problem solve and make decisions

### **PHYSICAL DEMANDS:**

*The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Testing and/or evaluation of these requirements may be conducted as part of the selection process. Reasonable accommodations, upon request, may be made to enable individuals with disabilities to perform the essential functions.*

This position requires:

- repeated and continually prolonged sitting, standing, walking, kneeling, crawling, squatting, twisting, bending, and stooping in the performance of daily activities
- the use of hands to operate, finger, handle or feel objects, tools or controls; and the ability to reach with hands and arms; including working with arms above shoulder level
- visual depth perception and the ability to adjust focus
- color vision (in the need to discriminate among and match colors in preparing presentations and graphic materials)
- acute hearing when communicating by phone and in person (such as when responding to questions or request for information from users and vendors)

- the ability to lift, drag, and push equipment and materials weighing 25 pounds
- drive motorized vehicles
- off-hours, nights, weekend and holiday emergency call outs

### **WORK ENVIRONMENT:**

*The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

- Work is primarily performed indoors in an office environment. Field assignments, in varying weather conditions, require incumbents to drive to and from various office buildings and around the city.
- The noise level in the office work environment is moderately quiet, while outside work may vary from quiet to noisy.
- Exposure to dust and dirt may occur, particularly in areas under construction or renovation.

### **EQUAL OPPORTUNITY EMPLOYER:**

The City of Duluth is an Equal Opportunity Employer. The City will conform with all applicable local, state, and federal laws concerning employment and will not illegally discriminate with regard to age, sex, sexual orientation, gender identity, race, color, religion, national or ethnic origin, disability, genetic information or other legally protected status or classification, except where mandated or permitted by law as a bona fide occupational qualification.

It is the policy of the City of Duluth to provide equal employment opportunity for all applicants and employees. This policy applies to all areas of employment including recruitment, hiring, training, promotion, compensation, benefits, transfer and other terms and conditions of employment.

### **AMERICANS WITH DISABILITIES ACT (ADA):**

The City of Duluth, in compliance with the Federal law, will provide reasonable accommodations to qualified individuals with disabilities. Prospective and current employees are encouraged to discuss potential accommodations with the employer.