

## COMMERCIAL DEVELOPMENT COORDINATOR - 1521

### **GENERAL DEFINITION AND CONDITIONS OF WORK:**

Performs professional and responsible administrative work planning, promoting, and coordinating a variety of activities to support economic development of the City; does related work as required. Work is performed under general supervision.

This is sedentary work requiring the exertion of up to 10 pounds of force occasionally and a negligible amount of force frequently or constantly to move objects; work requires fingering and grasping; vocal communication is required for expressing or exchanging ideas by means of the spoken word; hearing is required to perceive information at normal spoken word levels; visual acuity is required for preparing and analyzing written or computer data, determining the accuracy and thoroughness of work, and observing general surroundings and activities; the worker is subject to inside and outside environmental conditions.

### **ESSENTIAL FUNCTIONS/TYPICAL TASKS:**

**Coordinates the implementation of goals and plans of the City Council with respect to commercial development of the City and its planning area; serves as coordinator of N.C. Mainstreet Program**

Prepares and/or assists in the preparation and implementation of grants related to economic development of the City;

Identifies vacant and/or underutilized buildings and land which is suitable for commercial development or redevelopment; develops strategies to assemble sites; assist in negotiations with developers and property owners to make improvements to their properties;

Coordinates and communicates with numerous entities which are associated with commercial development;

Monitors development program performance; recommends and implements modifications to systems and procedures;

Develops plans and strategies for commercial development;

Maintains lists, inventories and files on development or redevelopment sites and buildings;

Develops, maintains and provides demographic, market, transportation, and similar information needed by prospective businesses, developers, realtors, investors, and economic development agencies;

Assists commercial prospects in locating suitable sites or buildings;

Develops and maintains a tracking system to monitor commercial development assistance to prospective businesses;

Coordinates **targeted** recruitment of businesses;

Conducts surveys and interviews to determine long and short term commercial development needs;

Prepares marketing material including news releases, flyers, schedules of events, pamphlets and brochures;

Conducts surveys to determine long and short term commercial development needs;

Interprets and records survey results;

Serves as liaison between the local government and the chamber of commerce, merchants associations, redevelopment agencies, and other public, private or nonprofit groups and associations interested in commercial development;

Maintains reasonable and predictable attendance;

Performs related tasks as required

### **KNOWLEDGE, SKILLS AND ABILITIES:**

Considerable knowledge of modern principles and practices of commercial development; considerable knowledge of the principles and practices of public and business administration; ability to establish and maintain effective working relationships with business representatives, government officials, associates and the general public; ability to conduct independent research; ability to prepare clear and comprehensive reports; ability to communicate ideas clearly and concisely, both orally and in writing.

### **EDUCATION AND EXPERIENCE:**

Any combination of education and experience equivalent to graduation from an accredited college or university with major course work in business administration or related field and considerable experience in commercial or economic development.

### **SPECIAL REQUIREMENTS:**

Possession of an appropriate driver's license valid in the State of North Carolina.