



JOB DESCRIPTION

Job Title: Economic Development Coordinator.
Department: CDC
Supervisor: City Manager

Purpose:

Under the general supervision of the City Manager this position is responsible for all economic development planning and implementation on behalf of the LFCDC and the City including the programs and practices that lead to private and public sector jobs that result in the capital investment, job creation, and expanded property tax-based valuations and city sales tax revenues. This position is responsible for the development and implementation of economic and redevelopment plans, programs and services both commercial and industrial. This includes, but is not limited to monitoring present business activity, developing a way to retain current businesses and assist in their development and growth and attracting new businesses to the city. This position also assists in the economic development budget and has fiduciary oversight for appropriate record keeping and internal control procedures.

Principle Duties:

- Assists the City Manager by developing and administering a comprehensive economic development strategy for the City of Los Fresnos.
- Responsible for verifying the achievement of quantifiable jobs, revenue and business expansion goals of assisted companies.
- Assists in planning, coordinating, and delivering assistance, information, and services to assigned leads and prospects.
- Facilitate job creation and private capital investment in the community by using "best practices" in economic development.

- Administer incentive programs and develop new programs as dictated by market conditions to take advantage of market conditions.
- Develop and implement an annual budget and marketing plan.
- Represent the City and attend trade shows, industry gatherings, and other economic development missions to promote the City for private investment and job creation.
- Participate in regional economic development initiatives.
- Represent the City on appropriate Economic Development Boards or Committees.
- Develop both short-term and long-term economic plans and programs to enhance current economic activity in the City, but also to encourage further economic activity.
- Coordinate the preparation of marketing materials which will assist in responding to inquiries about local economic development opportunities in the City, including information about utilities, taxes, zoning, transportation, community services and financing tools.
- Develop and maintain a comprehensive inventory of available buildings and sites in the community for economic purposes and track business movement into and out of the City.
- Coordinate marketing plans and serve as a liaison for the City in conjunction with Chamber of Commerce, and other related organizations.
- Utilize economic development financial tools and incentives approved by the LFCDC Board to attract commercial and other developments to Los Fresnos, Texas.
- Management of Day-to-day economic development operations.
- Monitoring all economic development projects.
- Management of business development and business retention programs.
- Utilize local, state and federal incentive programs for local business and industry.
- Coordination and plan research activities for interested prospects, grant proposals, and information databases.
- Oversee the development of the CDC Website and City Welcome Sign.
- Attend all LF CDC Board meetings and provide a report of monthly activities.
- Help coordinate all city Events such as Christmas in the Park, Halloween Festival, Easter Celebration, Independence Day Celebration, Fireworks, Earth Day, along with all City Sponsored events as well such as the Conjunto Festival, Cowboy Cook-off, Rodeo and Livestock show.
- Excellent Customer relations.
- Ability to establish and maintain good working relationships with City employees and public.
- Operations, organizations, policies and ordinances that affect economic development.
- Business recruitment skills and techniques; marketing and promotion techniques.
- Applicable laws, codes, and regulations concerning land use property development.

- Community market trends in land development, retail, industrial, and office markets. Development costs of office, retail, industrial and commercial buildings.
- Market analysis as it relates to the potential development of a specific site.
- Negotiation skills and techniques; consensus building skills.
- Customer service skills.
- Prepare economic development reports, memoranda, and other correspondence.
- Make verbal presentations before a variety community groups and communicate effectively with the media.
- Ability to be multi-task oriented.
- Participate in staff development and other in-service activities for professional growth.
- Perform other duties as assigned.

Knowledge, Skills and Abilities Required

- Knowledge of Texas 4B sales tax statute and operations.
- Knowledge of the Open Meetings and Public Information Act.
- Knowledge of budgetary and financial procedures for economic development operation.
- Working knowledge of modern technology, computers and software.
- Knowledge of principles and practices of economic and rural development, redevelopment, commercial real estate, budgeting and finance, supervision, and small business practices
- Effectively communicate, both orally and in written form.
- Provide leadership skills in accomplishing the goals of the economic development corporation.
- Exhibit characteristics of being a self-motivated and innovative individual.
- Possess a valid Texas Driver's License.
- Must pass a drug test, driver's license check and criminal history background check.

Preferred Qualifications:

- Graduate of an accredited four-year college or university with a degree in economics, real estate, business management, finance, public administration, marketing, urban planning, or a closely related field.
- Minimum of 3 to 5 years of economic development experience.
- Bilingual in Spanish

Working Conditions and Physical Requirements:

Individual works primarily in an air-conditioned office environment. Manual dexterity of fingers and the use of hands are required for utilization of office equipment. Physical demands for the position require the lifting of moderate objects up to 10 pounds. Normally will work 5 days, 40-hour week as required or as demanded by the job, but will

include evenings and weekends as necessary for economic development and city events. Attendance at workshops, seminars, conferences, orientations, trainings, meetings, city events or other sessions is mandatory.

NOTE

The above statements are intended to describe the general nature and level of work being performed by employees assigned to this position. They are not intended to be thought of as a complete list of all possible responsibilities, duties, and/or skills of all personnel so classified. The “performs other work as required or assigned” statement is to be understood that it may be necessary to expand an employee’s duties and/or responsibilities on a daily or permanent basis.

THE CITY OF LOS FRESNOS’ GOAL IS TO ENSURE CUSTOMERS RECEIVE THE BEST POSSIBLE EXPERIENCE.

Employee Signature Date

Department Head Signature Date

City Manager Signature Date

Created: March 2025