

City of Madison

Job Description



Title: Economic Development Coordinator

Department: Mayor

FLSA Status: Exempt

Pay Grade: 116

New Position ☐

Position Change ☒

Revision Date 6/24/2026

The following information is designed to outline the functions and position requirements of this job. It does not identify all tasks that may be expected, nor address the performance standards that must be maintained.

General Position Summary: Incumbent supports the planning, coordination, and implementation of economic development initiatives designed to attract, retain, and expand businesses within the City of Madison, AL. Reporting to the Mayor, this position plays a key role in executing strategic development programs, managing relationships with business leaders and regional partners, and advancing projects that promote sustainable economic growth. The role requires a balance of strategic planning, project management, marketing, and stakeholder engagement to strengthen the local economy and support job creation.

Essential Functions/Major Responsibilities:

- Implements economic development strategies and programs aligned with the City's long-term economic development goals. Markets the City of Madison to prospective investors for commercial and industrial development opportunities and collaborates with City leadership to develop incentive packages.
- Advises City officials on potential benefits or liabilities related to commercial or industrial buildings, land, or companies considered for annexation.
- Develops and executes industrial and commercial recruitment strategies; manages and coordinates business attraction, retention, and expansion efforts.
- Serves as the primary liaison with developers, site selectors, businesses, chambers of commerce, regional development organizations, and other economic partners for economic development projects.
- Promotes the City and coordinates with the Convention and Visitors Bureau and all organizations involved in tourism.
- Serves as staff liaison to the City of Madison Industrial Development Board, including preparation of agendas and minutes, review of abatement applications, and meeting coordination.
- Conducts market research and economic analyses to identify growth opportunities and emerging industry trends; performs fiscal impact analysis utilizing advanced data and communication tools.
- Supports development negotiations, incentive packages, and project proposals in collaboration with the Mayor's Office, Legal, and Finance.
- Assists in managing economic development projects from initial inquiry through project completion.
- Coordinates with planning, zoning, infrastructure, and permitting teams to facilitate and streamline development projects.
- Prepares reports, presentations, and data analyses for City leadership, elected officials, and economic development stakeholders.
- Exercises initiative and creativity in identifying opportunities to increase revenue and expand the City's economic base.
- Identifies state, federal, and regional funding opportunities to assist commercial and industrial business development and tourism coordination.

- Responds to business inquiries and tracks prospective commercial, retail, and industrial development opportunities.
- Represents the City at industry meetings, trade events, and regional partnerships, serving as a liaison between the City of Madison and key stakeholders.
- Works collaboratively with stakeholders to market and promote economic development initiatives and tourism activities within the City.

Secondary Functions:

- Prepares and delivers presentations to public and private organizations.
- Represents the Mayor at public meetings with key economic development prospects and with state and federal officials.

Job Scope:

- Key player in strategic planning for Economic Development plans.

Supervisory Responsibility:

None

Interpersonal Contacts:

- Works closely with Director of Planning, Mayor's Office, City Council, Legal Department, Developers, landowners, Builder's Association, Chambers of Commerce, State Officials and local businesses.
- Networks with the Economic Development Association of Alabama, Southern Economic Development Council, North Alabama Industrial Development Association, International Council of Shopping Centers and/or similar organizations for the purpose of marketing the City to prospective investors.

Knowledge, Skills, and Abilities:

- Knowledge of economic development principles, strategies, and best practices related to commercial, retail, and industrial growth.
- Knowledge of Tax Increment Financing (TIF), sales tax sharing agreements, and other public financing and revenue tools used to support economic development, infrastructure investment, and community growth. Knowledge of workforce development programs and regional economic trends.
- Knowledge of municipal government operations, zoning regulations, annexation processes, and land development procedures.
- Knowledge of market research methods, economic analysis techniques, and fiscal impact evaluation.
- Knowledge of state, federal, and regional economic & tourism development incentives, funding sources, and grant opportunities.
- Skill in conducting economic and market research to identify development opportunities and emerging industry trends.
- Skill in preparing professional reports, presentations, and data analyses for leadership, elected officials, and community stakeholders.
- Skill in negotiation, collaboration, and relationship management with developers, businesses, and regional economic partners.
- Ability to coordinate and manage economic development projects from initial inquiry through completion.
- Ability to analyze economic data and trends to support strategic planning and decision-making.

- Ability to effectively communicate and represent the City with businesses, developers, regional organizations, and other stakeholders.

Education and/or Experience:

- Bachelor's degree in Economics, Public Administration, Urban Planning, Business Administration, or a related field.
- 5 years of experience in economic development, community development, planning, or related fields.
- Proven experience of businesses recruitment and retention, with a focus on increasing revenue in a strong and steady pace.
- Experience managing complex development projects and working with public-private partnerships.
- Strong analytical, communication, and relationship-building skills.
- Extensive experience working in a high growth area navigating public-private relationships are key.
- Experience working with municipal governments or regional development organizations.

Job Conditions:

- Job may require nonstandard working hours to meet deadlines and to attend evening meetings and work sessions, and occasional work sessions, and occasional work on weekends.
- Must maintain strong performance records.
- Must maintain driver's license to drive independently, with strong driving records; and records are periodically checked by the City.
- Must have a strong background record due to accessibility to sensitive and proprietary information.
- Ability to consistently demonstrate a high level of judgement and discretion required for maintaining confidential and proprietary information.

Physical Capabilities:

- Ability to communicate verbally and orally with public.
- Ability to prepare and make public presentations.
- Ability to work on computer for extended periods of time.
- Must be able to travel and drive.
- Stamina to work 12 – 14 hour days, several times per month.



Mayor Approval



Date

Department Head Approval

Date