



City of Madison

Job Description

Title Economic & External Affairs Officer

Department Planning Department

Exempt/Nonexempt E Pay Grade 14 Reports to Director of Development Services

New Position _____ Position Change X Effective Date 06-12-2023

Subordinate Staff NONE

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:

This position is responsible for enhancing the City's communication and interface related to economic and external governmental affairs and facilitating retail, commercial, and industrial development that will enhance job growth and the City's sales, lodging, and license tax base. This position serves as a key liaison with firms and individuals desiring to locate retail, commercial, and industrial businesses within the City. This position works under the general direction of the Director of Development Services (Director) and the Mayor with wide latitude for the exercise of independent judgment and initiative. In addition, this employee works closely with the Director to promote economic development strategy for the City.

Essential Functions/Major Responsibilities:

- Markets the City of Madison to prospective investors, as well as commercial and industrial developers.
- Acts as liaison between the City of Madison and the local County and City Chambers of Commerce, as well as state and federal agencies regarding economic development issues and activities.
- Develops marketing, advertising, and public relations campaigns and programs to promote economic development in Madison.
- Serves as ombudsman to assist businesses with approval processes.
- Makes periodic reports to the Director, Mayor, and City Council on business recruitment progress and results.
- Develops and maintains marketing information such as displays, presentations, and other promotional materials.
- Works with the Director, Mayor, and other City officials with commercial, retail, and industrial recruitment strategies.
- Exercises creative initiative by identifying opportunities for economic development and revenues for the City.

- Creates actionable plans for maximizing State of Alabama funding opportunities by researching and developing relationships with those responsible for providing funding opportunities.
- Creates actionable plans for maximizing Federal government funding opportunities by researching and developing relationships with those responsible for providing funding opportunities.
- Supports the Mayor's Office and other City offices by coordinating with the Huntsville & Madison Chambers of Commerce, the Convention & Visitors Bureau, the North Alabama Industrial Development Association, the North Alabama International Trade Association, TVA, and other economic development generators.
- Supports the Mayor's office with Big 10 Mayors meeting opportunities, along with other intergovernmental associations that are potential City partners.
- Interfaces with City department heads to determine specific needs and opportunities.
- Assists the Mayor's communications officers to identify possible media and public affairs opportunities.

Secondary Functions:

- Prepares and delivers presentations to public and private organizations.
- Represents the Director 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, Mayor's Office, City Council, Legal Department, developers, landowners, Builders' Association, State officials, and Local Businesses.
- Networks with Chambers of Commerce, the Convention & Visitors Bureau, the North Alabama Industrial Development Association, the North Alabama International Trade Association, TVA, and other economic development generators for the purposes of marketing the City to prospective investors.

Specific Job Skills:

- Working knowledge and skill in essential functions listed above.
- Knowledge of zoning, land use law, designations, and processes, and working knowledge of related regulations and community development services.
- Strong background with economic development, including planning for building a job base.
- Strong communication and public presentation skills.
- Strong project management, organization, process improvement, customer relations, and prioritization skills.
- Strong relationship building and teamwork skills.
- Strong computer skills and data-gathering and data-analysis skills.

Education and/or Experience:

- Bachelor's degree in public administration, Economic Development, Business, Communications, or a related field required.
- Minimum of five (5) years of progressively responsible experience in related economic development and external relations functions (or eight (8) years if degree is not related).
- Strong related experience working in a high-growth area preferred.
- Strong experience with essential functions and skills listed above.

Job Conditions:

- Job may require nonstandard working hours to meet deadlines and to attend evening meetings and work sessions, as well as occasional work on weekends.
- Must maintain strong performance records.
- Must maintain driver's license to drive independently, with strong driving record; records are periodically checked by the City.
- Must have 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 the public.
- Ability to prepare and make public presentations.
- Ability to work on a 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

Council President