

CITY OF WATERTOWN POSITION DESCRIPTION

This job description has been prepared to assist in the evaluation of various classes of responsibilities, skills, and working conditions. It indicates the kinds of tasks and levels of work difficulty generally required of positions given this job. The principle duties and responsibilities enumerated are all essential functions except for supplemental duties and responsibilities. Supplemental duties are described beginning with the word "May." This job description is not intended to limit or modify the right of any supervisor to assign, direct and control the work of employees. Nothing contained herein is intended or shall be construed to create or constitute a contract of employment between any employee or group of employees and the City. The City retains and reserves any and all rights to change, modify, amend, add to, or delete from any section of this description as it deems, in its judgment, to be proper.

DATE: ~~November 21, 2024~~ ~~July 27, 2020~~
~~January 11,~~
~~2022~~

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Title: ~~Strategic Initiatives and Development Coordinator~~ ~~Manager~~ of Economic Development and Strategic Initiatives **FLSA Status:** Exempt
Reports to: Mayor **Location:** City Hall

General Summary:

Under the direct supervision of the Mayor, this ~~position performs community and economic development activities for the City in order to promote business development, business retention and job creation in the City of Watertown. This position proposes and manages projects demonstrating the ability to interact with elected officials, senior staff, boards and committees, employees and community organizations in the development of and implementation of project goals and objectives. Serves as the City's primary point of contact for new and existing businesses to access City business support resources and tools. Partners with the Mayor to provide economic development services to the community. This position also demands a high level of responsibility in the development and communication of strategic programs, projects, initiatives, and general information to build and sustain a strong sense of shared purpose, growth, engagement and enthusiasm across the City of Watertown. This position also serves as the Executive Director of the Redevelopment Authority (RDA) and is responsive to the directives of the RDA. This position will coordinate with key personnel, primarily Building, Safety, and Zoning and the Engineering Department, to increase and advance major initiatives and then increase the quality and consistency of communications, in coordination with the City's Media Department, across a wide spectrum of internal and external audiences. The position performs community and economic development activities for the City in order to promote business development, business retention and job creation in the City of Watertown. This position proposes and manages projects demonstrating the ability to interact with elected officials, senior staff, boards and committees, employees and community organizations in the development of and implementation of project goals and objectives. Serves as the City's primary point of contact for new and existing businesses to access City business support resources and tools. Partners with the Mayor to provide economic development services to the community.~~

Principal Duties and Responsibilities:

The following duties are normal for this position. These are not to be construed as exclusive or all-inclusive. Other duties may be required and assigned.

1. Assists the Mayor in preparing and advancing strategic initiatives. Provides policy recommendations to the Mayor [and the Common Council](#).
2. Serves as Executive Director of the Redevelopment Authority (RDA) including but not limited to, facilitating RDA meetings, managing RDA properties, managing ~~the Town Square Development~~ [proposed redevelopment projects](#), managing the RDA finances, [managing a Revolving Loan Program](#), [administering grant programs](#), and furthering the goals of the RDA.
3. Create and manage marketing, communications and development plans for the City of Watertown; at times this work will be in coordination with other departments.
4. Coordinate activities relating to economic development: monitor, plan and coordinate activities relating to property acquisition, environmental assessment and remediation, demolition, land sale, requests for proposal, etc.
5. Manage City's Tax Increment Finance mechanism and other incentive tools. Develops incentive policies, evaluates incentive requests, negotiates with businesses and developers, and makes funding recommendations to Finance Committee and Common Council.
6. Respond to requests for development information from businesses, county and state partners, site selectors, etc.
7. Collaborate closely with organizations such as the Chamber of Commerce and Main Street Program, and work in coordination with local and state economic development entities [such as Thrive ED and WEDC](#).
8. Serves as City's point of contact for existing and new businesses. Complete and sustain business retention meetings with employers, assist with business attraction, marketing, incentive preparation and management of loan funds. Research, prepare, submit, administer and follow grant opportunities and reporting requirements in consultation with the Mayor and appropriate staff. Track and submit appropriate reports in a timely manner to state, federal or other agencies as required.
9. Coordinates the City's development [and collaboration with planning](#) consultants utilized for various projects and project evaluations as needed.
10. Seeks out collaborative opportunities with local, regional, and state organizations where appropriate and manages existing relationships. Provide staff support to Plan Commission applicants.
11. Supervises and participates in the development and administration of the economic development budget and the RDA budget. Recommends economic development budget to the Mayor for adoption and the RDA budget to the RDA board for adoption. [Provides requested information for annual RDA audit](#).
12. Monitors, reviews for improvement, and recommends Community and Economic Development policies and activities to the Mayor, and other boards and commissions.
13. Responsible for public outreach and engagement as it relates to Community and Economic Development activities and projects.
14. Perform other related duties as required or assigned by the Mayor or the RDA.

Job Specification:

Knowledge, Skills, and Abilities

- Effective public relations and communications skills.
- Effective strategic visioning skills.

- Must demonstrate proficient computer skills including analytical comprehension.
- Valid drivers' license required.
- While performing the duties of this job, the employee is regularly required to sit; use hands and arms; and talk or hear. The employee is occasionally required to walk, stoop, kneel, crouch or crawl. The employee must occasionally lift/and or move up to 25 pounds.
- Ability to add, subtract, multiply and divide in all units of measure, using whole numbers, common fractions and decimals. Ability to compute rate, ratio and percent and to draw and interpret bar graphs.
- Ability to utilize data and information using established criteria, in order to determine consequences and to identify, consider and select alternatives. Has the ability to compare, count, differentiate, measure and/or sort data and information.
- Ability to prepare, comprehend and interpret a variety of documents such as purchase orders, reports, contracts, spreadsheets, press releases, maps, charts, grant applications, developer agreements, financial statements and site plans for economic development activities using prescribed format.
- Ability to prepare a variety of correspondence such as, reports, purchase orders, press releases using prescribed format and conforming to all rules of punctuation, grammar, diction and style.
- Ability to communicate effectively verbally, and in writing with City employees, elected officials, organizations, businesses, and the general public to convey or exchange information.
- Ability to use social media to communicate with the professional stakeholders, elected officials and the general public. Effective public relations and communications skills and effective strategic visioning skills.

Supervisory Responsibilities

As part of this position's combined role as Executive Director of the City's Redevelopment Authority, manage contracted personnel for the RDA.

Education and Experience:

Bachelor's Degree in Political Science, Public Policy, Development, Marketing, Business, Public Administration, Regional or Urban Planning or Community Development with three plus years' experience; or any combination of education and experience that provides equivalent knowledge, skills and abilities.

Preferred Education and Experience:

Master's Degree in Political Science, Public Policy, Development, Marketing, Business, Public Administration, Regional or Urban Planning, or Community Development with three plus years' experience. Special preference will be given to formal project management education or project management experience.