

Job Description

Job Title: Economic Development Specialist

Date: August 20, 2021

Reports To: Executive Director

Organization: Buda Economic Development Corporation

FLSA: Exempt

Supervisory Responsibilities: May supervise other staff as assigned

Salary: \$51,000 to \$70,000 / year

ABOUT THE BUDA ECONOMIC DEVELOPMENT CORPORATION (BEDC):

Established in 2001, the City of Buda 4B Corporation (“Buda Economic Development Corporation”) is a non-profit, Type B Economic Development Corporation created under sections 501, 504, and 505 of Texas Local Government Code, and is a separate legal entity from the City of Buda. The Buda Economic Development Corporation is funded through a half-cent sales tax, and its mission is to provide leadership in creating and pursuing balanced economic growth, by recruiting and retaining desirable, diverse businesses and developing infrastructure, while protecting the quality of life and natural resources in the region. The Buda Economic Development Corporation’s vision is that Buda is the most dynamic business center between Austin and San Antonio – a leading destination for high-growth companies, skilled and creative workers, and high-impact real estate development projects.

IDEAL CANDIDATE:

The ideal candidate for the Economic Development Specialist position is a professional self-starter requiring little direction to accomplish tasks with a high level of optimism, enthusiasm, and “can-do” attitude. The successful candidate has a customer service mind set, is a problem-solver, is a natural networker, team player, and has a sales-minded, curious nature.

Upon hire, the successful applicant will become an employee of the BEDC, not the City of Buda.

ESSENTIAL DUTIES, FUNCTIONS & RESPONSIBILITIES:

Business Retention and Expansion:

- Initiate, assess, revise, manage, and maintain programs that encourage retention and expansion of existing businesses and industries from the guidance of the current successful Business Retention and Expansion Program;
- Foster a thriving small business ecosystem; this includes, but not limited to, outreach and assistance, face-to-face visits, surveying business needs, incentive awareness, and follow-up.
- Establish and strengthen relationships with local businesses;
- Connect businesses to resource partners who can help address identified needs;
- Research and retain extensive knowledge of available properties within the City for business retention and expansion/attraction prospects;
- Identify and coordinate business development opportunities to retain and create jobs;
- Assists in monitoring and managing all activities that could impact economic development projects;
- Identifies and assists with the development and implementation of a marketing and community outreach functions in support of business retention and workforce development strategies and programs;
- Performs research and analysis of industry practices, trends and business development needs; prepares reports and presentations related to projects and initiatives for BEDC Board, committees, and City Council;

- Conduct business and economic research to support the BEDC's programs and in response to varied business inquiries;
- Assists in the negotiations of economic development incentives, as requested;
- Responds to requests for information from businesses and assists them with site selection needs; coordinates activities to facilitate the expansion/relocation process;
- Plans, schedules, coordinates, and staffs' economic development special events and programs; including events outside regular business hours, as needed;
- Primarily focus on business retention and expansion efforts but assist in recruitment efforts as needed; this includes but not limited to, responding to industry specific RFPs/RFIs, company site visit planning and execution, available real estate searches, and participating in marketing/networking opportunities.

Public and Government Relations

- Assists Executive Director with maintaining strong relationships with local government and municipalities while collaborating with State and Community partner organizations to lead sustainable economic expansion and promote growth and advancement in the local economy;
- Attends monthly meetings for various Boards, Commissions, and Committees (i.e. Downtown Merchants Group, Chamber luncheons, etc.);
- Promotes the purpose, mission and programs of the BEDC;
- Establish and maintain ongoing relationships with partners, such as, workforce, higher education, Hays CISD, Hays County, City, utility providers, financial institutions, and other partners to be able to quickly connect businesses to these resource partners who can help address identified needs;
- Work closely with the Austin Chamber of Commerce, Buda Chamber of Commerce, Office of the Governor Economic Development and Tourism Department, Greater San Marcos Partnership, and other strategic alliance partners to support and promote the City of Buda.

Operations & Communications

- Assist with the BEDC's social media marketing and advertising;
- Assists with periodic reviews and essential research for the maintenance and updates on the BEDC website;
- Create, update and maintain a regular E-newsletter; send e-news blasts and other material as requested;
- Drafts press announcements and releases; compose marketing articles for various publications;
- Makes formal presentations to BEDC Board of Directors, city staff, City Council, or outside organizations or business as necessary;
- Attends events/conferences/trade shows representing the BEDC;
- Act as a staff liaison to various BEDC committees and well as other established ad hoc committees as requested;
- Creates a network of resources to support small business.

Other Job Requirements:

- Assist with the coordination of BEDC regular and special meetings and public notice hearings in compliance with state laws including the Texas Open Meetings Act;
- Attends BEDC Board Meetings and City of Buda Council meetings as assigned;
- Implements BEDC's policies and projects;
- In addition to a regular work schedule, irregular hours are required to support evening and weekend meeting/events, as well as attend daytime local/regional functions.
- Perform other related duties as assigned.

EDUCATION AND EXPERIENCE REQUIREMENTS:***Minimum and Preferred Qualifications:***

- A bachelor's degree from an accredited college or university in Business Administration, Economic Development, Public Administration, Marketing, Urban Planning or a related field.
- At least three (3) years of progressively responsible experience in economic development, marketing, business attraction, community development, planning, sales/customer service or a related field.
- Any equivalent combination of training, education, and experience that provides the required skills, knowledge, and abilities to successfully perform the essential duties of the job such as those listed above, unless otherwise subject to any other requirements set forth in law or regulation.

REQUIRED LICENSE AND CERTIFICATIONS:

Current State of Texas Class 'C' Driver's License required

Basic Economic Development Class Certificate – within 1 year of start date

KNOWLEDGE OF:

- Economic Development programs/resources, planning and marketing principles and procedures;
- Budgeting policies, financial practices and procedures;
- Research methodology (trends, local businesses and geography);
- City licensing, permitting and zoning procedures preferred;
- Project management;
- CRM databases, word processing, spreadsheet and professional presentation software, such as Word, Excel, and PowerPoint, Outlook, SharePoint, Office 365, Constant Contact.

SKILLED IN:

- Developing and maintaining good personal and effective working relationships with a wide range of people, including but not limited to, business leaders, developers, staff, other agencies and partners;
- Public and interpersonal relations in a group or one-on-one settings;
- Problem solving and decision making;
- Social media and digital advertising;
- Time Management;
- Event management experience working with high level government officials and company executives.

ABILITY TO:

- Provide group facilitation;
- Communicate clearly and effectively with a wide array of constituent groups; communicate both verbally and in writing; make presentations;
- Organize work, set priorities, and exercise sound, independent judgement that is consistent with BEDC policy and established guidelines;
- Meet schedules and deadlines of duties assigned;
- Multi-task while working in an environment with multiple interruptions, projects and priorities with short deadlines;
- Plan, develop, and coordinate economic development programs;
- Maintain records;
- Maintain strict confidentiality.

Buda Economic Development Corporation is an Equal Opportunity Employer.

WORK ENVIRONMENT/ADA: While performing the duties of this job, the employee is regularly required to sit for long of periods of time performing repetitive functions. Some of these functions include: filing, typing prescribed words per minute accurately, sitting at desk and viewing display screen for extended periods of time. Travel may be required to various locations and participate in meetings to conduct BEDC business during day, evening and weekend hours.

PHYSICAL DEMANDS:

Tasks require the ability to exert light physical effort including, but not limited to, lifting, carrying, pushing and/or pulling, etc. of objects and materials of light weight (generally 25 pounds and less). Tasks may involve extended periods of time in seated position and at a keyboard or workstation.