

City of Peru

Job Description

Job Title: Economic Development Staff Liaison

Reports to: Administrative Services Manager

Department: Economic Development

JOB SUMMARY: Directly works with the Director of Economic Development in performing administrative services related to the management of City wide economic development programs, plans and services. Duties are performed with a considerable amount of independence under the general supervision of the Administrative Services Manager.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned:

- Creative development of systems, materials, programs and plans that promote business development, expansion and retention within the City.
- Assists in the development of short and long range economic development strategies for the City.
- Gathers, interprets and prepares data for studies, reports and recommendations while coordinating activities with other departments and agencies as needed.
- Serves as Staff Liaison to the Chamber of Commerce and Administration by providing technical support. Attends Chamber of Commerce meetings and events. Attends Chamber board meetings and City Council meetings as necessary.
- Assists in developing and maintaining a comprehensive inventory of available buildings and sites, in and adjacent to the community, for economic development purposes.
- Maintains contact with landowners, realtors, brokers, developers, local banking institutions, Chamber of Commerce and others regarding available properties suitable for business development.
- Prepares and maintains information on utilities, taxes, zoning, transportation, community services, demographics, financing, other data sheets and topics related to marketing the community for economic development.
- Assists in the response to requests for information from development prospects and other interested parties.

City of Peru
Job Description

Job Title: Economic Development Staff Liaison

- Assists in the proactive marketing of the community to businesses, brokers, site selectors and other economic development professionals. Utilizes social media to promote economic development opportunities, local businesses and City events.
- Attends trade show events and other outside functions, which may lead to business development within the community when so directed.
- Assists in the maintenance and enhancement of the Economic Development web page with news, events, demographic information, economic indicators and available buildings and sites.
- Conducts research of incentive alternatives and evaluates incentive opportunities. Performs research and sensitivity analysis concerning potential incentive scenarios.
- Monitors business publications for businesses seeking expansion or relocation and other information sources to identify potential leads relating to business.
- Assists commercial developers with all local activities and approvals necessary for project completion including but not limited to: zoning matters, financial incentives and general coordination activities with City departments, Commissions and the City Council.
- Prepares marketing materials such as brochures, handouts, maps, graphics, charts, tables, promotional materials, press releases, etc. for economic development activities. Creates and updates marketing campaigns to attract businesses and development.
- Maintains a positive working relationship with Chamber of Commerce, economic development agencies, adjacent municipalities and other associations involved in economic development.
- Conducts research of economic development grant opportunities and writes or assists in writing grant applications.
- Performs related work as required.

**City of Peru
Job Description**

Job Title: Economic Development Staff Liaison

REQUIRED SKILLS, KNOWLEDGE AND ABILITIES:

- Considerable knowledge of business development and economic development.
- Working knowledge of municipal zoning, infrastructure and planning programs and processes.
- Ability to communicate effectively both orally and in writing with industrialists, architects, contractors, developers, realtors, brokers, owners, elected officials, supervisors, employees and the general public.
- Ability to establish effective working relationships and to work in a team-oriented environment.
- Ability to analyze financial statements, make economic projections, create spreadsheet proformas and create economic impact models on various developments.
- Ability to effectively present information and respond to questions from groups of elected officials, managers, developers/land owners and the general public.
- Knowledge and proficiency in the use of Microsoft Word, Excel, PowerPoint, Publisher, various graphics and web page administration.

PREFERRED EDUCATION AND/OR WORK EXPERIENCE:

- Bachelor's Degree in marketing, business, public administration, economics, finance, urban planning or related field.
- Minimum of two years related experience within a municipal, consulting, development and/or real estate environment; or an equivalent combination of training and experience.

The above duties reflect the general details necessary to describe the principal functions of the job identified and shall not be construed as a detailed description of all of the work requirements inherent in the job. Other work will be assigned to utilize scheduled time fully or to meet exceptional conditions.