

CITY OF WINTER GARDEN
Classification Description

Job Code: 154

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| CLASSIFICATION TITLE: | Economic Development Downtown Manager | FLSA Status: E |
| DEPARTMENT/DIVISION: | Economic Development | Union Status: N/A |

SERVICE PHILOSOPHY

“We make every customer feel important and cared for, find creative solutions with a can-do attitude, and follow the Winter Garden Way.”

SERVICE STANDARDS

*** Ownership * Responsive * Respectful * Professional**

Provide service delivery that will create service wins for both our internal and external customers.

WORK OBJECTIVE:

Responsible for assisting the Economic Development Department in the management, outreach, promotion and implementation of economic development, redevelopment, revitalization, business and downtown programs. Work is performed with a high level of initiative and independence in undertaking and completing economic development and community outreach assignments as directed by the Economic Development Director. This is a professional, technical and experienced level position that requires considerable independent judgment in making decisions and carrying out assignments that have significant impact on the City and the community. This position also engages cross-functionally with other departments in shared work responsibilities and requires a savvy ability to collaborate while building effective and trusting relationships.

ESSENTIAL FUNCTIONS:

- Responsible for all aspects of business outreach and assistance, serving as the liaison between the business community and the City.
- Maintains the inventory of pertinent information and statistics on all aspects of the City including maintaining a database of business prospects, available land sites, and available buildings, and assists in maintaining and updating business and downtown lists for business community assistance and outreach.
- Assists the business community with programs, services, information and in relocation by sharing information on available properties and rental space.
- Builds relationships with downtown businesses to provide support, share information and assist with problem-solving.
- Assists with marketing promotion, community outreach, social media, and responding to the media and website updates.
- Distributes, stocks and maintains marketing materials throughout Downtown and assists with welcome packets for new businesses.
- Maintains a network of communication with real estate brokers and development firms, property owners and community and business groups to coordinate business retention and recruitment efforts.
- Prepares staff reports and other written information as required and supports staff by making public presentations as needed to boards, commissions, community and civic groups and the general public.
- Plans and executes micro-special events with downtown businesses including sidewalk sales and boutique strolls, and assists with regular City-wide events as needed.
- Addresses and reports issues to help maintain an inviting and clean look to the streets and buildings in Downtown.
- Assist and collaborate with departments in the planning and execution of City events while ensuring and supporting the needs of the downtown business community.
- Administers the financial payments of invoices for the department including understanding and managing budget codes, handling invoices and check requisitions and managing the department’s financial files.

- Serves as an overseeing liaison with contracted third parties concerning the Winter Garden Farmers Market.
- Drafts and executes correspondence with downtown businesses concerning downtown alerts, road closures, news, updates, meeting announcements, etc.
- Completes other assignments as specified by the Department Director or City Manager.

MINIMUM QUALIFICATIONS:

- Bachelor's degree in Communications, Marketing, Economic Development, Public Administration, Business Administration, Planning, Community Development, Project Management or a related field with a minimum of three (3) years of experience in economic, community or business development.
- Experience in business and/or community development is highly desirable.
- Key qualifications include being a capable writer and communicator, the ability to work collaboratively with staff and community partners at multiple levels, high attention to detail, and effective and efficient multi-tasking and time management skills to meet deadlines.
- Proficiency in Microsoft Office suite.
- A valid Florida Driver's License is required.
- May be required to work overtime or alternate hours as necessary, which may include evenings and weekends.

KNOWLEDGE, SKILLS AND ABILITIES:

- Champions the business community, which involves thinking outside of the box, embracing new ideas and encouraging diverse perspectives.
- Demonstrates strong management skills in working with multidisciplinary professional teams to create and achieve community and department goals.
- Successfully applies project management and decision-making skills with good judgment.
- Prioritizes workload and completes tasks in a timely manner.
- Builds and maintains positive and trusting relationships with diverse groups including all internal organizational levels, residents, the general public, business owners, and vendors while demonstrating professionalism, courtesy, responsiveness and conflict resolution skills.
- Uses courtesy, tact, and good discretion in working with members of the public.
- Utilizes excellent verbal, written, and interpersonal communication skills with the ability to follow oral and written instructions and speak in front of groups.
- Ability to use a computer (Windows, Microsoft Suite, and internet), cellular phone, and other resources to research, find, and track information.
- Proficiency with using social media.
- Ability to be adaptable and flexible with work tasks and priorities, including frequently shifting focus and direction.
- Must be dependable, self-motivated, trustworthy, have the ability to work both independently and collaboratively, and execute actions that meet the City's vision and mission.
- Thrives in a fast-moving, high-pressure environment while remaining calm, productive, effective, and efficient.
- Learns all applicable laws, ordinances, standards, and regulations of the City and the CRA.

WORKING ENVIRONMENT/CONDITIONS

- Work is performed in both an office environment and outdoors.
- Performs tasks that involve extended periods of sitting, standing, and walking. Tasks also include intermittent grasping, handling and feeling with hands and fingers, reaching with hands and arms,

climbing, balancing, talking, hearing, kneeling, bending, stretching, twisting, stooping, crouching, crawling, and driving a motor vehicle.

- Requires sufficient visual acuity and ability to hear above considerable noise levels.
- Requires the ability to walk, stand, sit, or ride a bike or golf cart outdoors, including in inclement weather that may involve hot temperatures, humidity, occasional storms, exposure to fumes, insects, etc.
- Ability to intermittently move, lift, and carry up to 25 pounds.

The City of Winter Garden is an Equal Opportunity Employer. In compliance with Equal Employment Opportunity guidelines and the Americans with Disabilities Act, the City of Winter Garden provides reasonable accommodation to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.

To apply, click the link below or visit www.cwgdn.com.

https://recruiting.myapps.paychex.com/appone/MainInfoReq.asp?R_ID=6041318&B