



# Economic Development & Business Relations Manager EB

Position Number  
**12155**

Approved: 11/14/16

<i>Position Title:</i>	<b>Economic Development &amp; Business Relations Manager EB</b>		
<i>Department:</i>	Administration		
<i>Reports to:</i>	City Manager		
<i>FLSA Status:</i>	Exempt		
<i>Bargaining Unit:</i>	none	<i>Pay Grade:</i>	34A
<i>Job Status:</i>	Contract, at-will	<i>Full Time Equivalent:</i>	1.00

### Position Summary

Under the direction of the City Manager, this position is responsible for developing, leading, and administering the City’s economic development programs including planning and performing professional and community economic development activities and initiatives. This includes the areas of business retention and expansion, strategic planning, marketing/business attraction, economic development, small business and entrepreneurship development, community and real estate development, and workforce development initiatives that generate economic growth and impact in the City of Rio Rancho. The primary area of responsibility is: Economic Development/Business Relations. This requires coordination and interaction with state, regional and local economic development organizations.

### Education, Training and Experience – minimum required to proficiently perform the job

Education / higher education: Bachelor’s Degree

For required college degrees, applicable field(s) of study: Business, Public Administration, Economics or a directly related discipline.

Minimum number of years of directly related experience: Five years of experience in economic development experience or closely related field(s).

Education and/or experience preferences: Master’s Degree in the above mentioned fields or certification in the profession.

### Certifications, Licenses and Registrations

Driver’s License requirement: Frequent Driver -- Regular Driver’s License *Required Endorsements:* None

**Note -- For any driver, driving record must always meet City driving and insurability standards.**

Required certifications, licenses or registrations: none

Preferred certifications, licenses or registrations: Certified Economic Developer (CEcD) from the International Economic Development Council, Washington, DC and/or other relevant development related certifications, i.e. Certified Commercial Investment Member (CCIM),

### Knowledge, Skills and Abilities required to proficiently perform the job

Knowledge: Establishing and maintain effective working relationships with individuals, businesses and other internal and external agencies; balancing working relations when providing information and technical support on economic development issues; budget, finances and financial management; event management and event marketing; general management and operations management; marketing and public relations; negotiations/negotiating; project management; plan and coordinate complex programs in conjunction with local community and government organizations; State of New Mexico, City of Rio Rancho and Federal laws, ordinance; regulations and policies of various government agencies as they affect the business community, real estate, planning and zoning; facilitating priorities and program objectives.

Skills: Extensive personal computer skills including the use of Word, Excel, PowerPoint and other related software programs.

Abilities: Ability to negotiate with private sector businesses, public agencies and with representatives of various citizen groups; gathering economic and other relevant data; analyzing complex information and recommending appropriate action based on findings; negotiate with private sector businesses, public agencies and with representatives of various citizen groups; working independently and exercising considerable independent judgment in resolving issues of significant importance to the City including assisting in negotiating agreements and/or contracts effectively and within critical time constraints; working effectively in both self-directed and team environments.

Interaction with Groups/Agencies/Entities: *Internal:* Works with the City Manager, Department Directors and other managers on business development, municipal planning and development issues and special projects, which influence the City’s growth and development. Maintains harmonious, courteous, and understanding relationships, while fostering a collaborative teamwork environment. *External:* Regularly interacts and collaborates with multiple external entities in a formal and informal way across all key areas of responsibility: *Economic Development/Business Relations:* Business Owners, the Development Community (including Commercial Brokers, Developers (and their agents), Homebuilders), Entrepreneurs, diverse entities involved in economic growth and promotion (i.e. Sandoval Economic Alliance, RRR Chamber); NM Tourism Department,

Sandoval County Tourism Alliance, Hospitality Association of NM, NM Film Office, Lodgers Tax Advisory Board, Tournament Directors (Sports)/Event Organizers, Rio Rancho Regional Chamber of Commerce (RRRCC) among others. In doing so, the position shall demonstrate and operate with a high level of quality customer service, timely responses, accurate information, integrity and equitableness to generate and maintain a positive image of the City of Rio Rancho, its elected officials, citizens and business community.

#### **Authorities and Accountabilities**

Level of independent decision making: High--incumbent is expected to analyze complex situations and take appropriate action

Budgetary/Financial/Asset accountability: Moderate - Position is directly accountable to the City Manager.

Span of control: Responsibility for assigned Department

For positions that supervise:

- Approximate number of employees directly supervised: Three
- Approximate number of employees indirectly supervised through subordinate managers/supervisors (excludes direct reports): Indirect oversight of event center management personnel.

#### **Essential Functions**

*The following functions are typical for this position. The omission of specific functions does not exclude them if the work is similar, related or a logical assignment for this position. Other duties may be required and assigned.*

##### **Economic Development/Business Relations**

- Leads the Development, implementation, and administration of economic development plans, policies, programs, and strategies that balance the needs and interests of City government, property and business owners, residents, visitors, government agencies and community groups.
- Oversees and participates in the development and administration of the Office budget.
- Attract, educate, market, promote and recruit prospective business entities, and the development community, on opportunities to invest in Rio Rancho.
- Act as a liaison, as needed, between the public and City Departments to facilitate business recruitment and relations. .
- Develop and execute Development Community Marketing/Outreach/Relationship to assist with new business opportunities in the early stages for successful attainment of new business and investment in Rio Rancho on the front-end, and in turn, viable recurring operations of new business in Rio Rancho.
- Lead Senior-level cross-functional teams in strategizing and negotiating terms, agreements and ordinances for selected projects.
- Evaluate fiscal impacts, current conditions and market trends and reports to the City Manager.
- Direct efforts to market Rio Rancho through development of promotional materials, presentations, trade shows, networking and submission of related proposals.
- Attend trade shows and conventions that present a viable opportunity to attract, market, promote, and/or recruit potential economic based companies, retailers and/or other companies that will support economic growth in Rio Rancho.
- Serve as primary City contact for day-to-day/operational purposes with Sandoval Economic Alliance.
- Interface with regional Economic Development Organizations (EDOs) for prospect attraction, lead generation and marketing.
- Manage the City's economic development and incentive resources.

#### **Physical Requirements and Working Conditions**

Daily activity level: Primarily sedentary

Physical characteristics: Job requires oral and aural communication; Job requires reading and comprehension of written materials; Job requires normal vision; Must be able to distinguish colors; Fine finger manipulation; Grasping with hand, gripping; Keystroking or repetitive motion of hands/fingers/arms; Lifting/carrying/push/pull up to 49 lbs. Position is FLSA exempt and employee works as necessary to accomplish the Essential Functions of the job.

Exposures: None

Extraordinary working conditions: None

Hazardous equipment/machinery used: None

Required personal protective equipment: None

#### **Approvals and Acknowledgement**

