



## CityofMorrow

### JobDescription

**JOB TITLE:** *Planning & Economic Development Director*

**STATUS/GRADE:** *Exempt/46*

**DEPARTMENT:** Planning & Economic Development

**JOBSUMMARY:**

This position is responsible for the planning, development, execution and documentation of economic development and economic development activities of the City of Morrow. The Director is the principal staff person responsible for coordinating and hands on implementation of all projects and activities related to economic development and serves as a liaison in an advisory capacity only, between the City and the Downtown Development Authority, Urban Redevelopment Agency, Housing Authority and the Morrow Convention and Tourism Association. The Director is expected to maintain and a high level of imperial knowledge of all economic activities, programs, projects, opportunities, events, and marketing for public and private parties in the City of Morrow.

**MAJOR/ESSENTIAL DUTIES:**

- To enhance the revenue stream and tax base for the City of Morrow, our affiliated boards (URA, DDA, MHA and MCTA), and our commercial and residential properties.
  - Understanding the use and implement a marketing strategy using available software such as Costar, LoopNet, ISCC, and Retail Lease Trac to market available public and private opportunities in the City of Morrow.
  - Search opportunities and set up meetings for the City Manager and Mayor with prospective businesses that may have an interest in opening or expanding a business in the city. Field daily calls from all sources to facilitate new businesses, expand businesses, or retain existing businesses.
  - Collect prospective data such as letters of intent, financial disclosures, and other proof of funds or financial abilities for new businesses, potential tenants, property sales, or other economic development opportunities.
  - Meet with the MCTA Board monthly to coordinate events, budgets, marketing, planning, business meetings, network meetings, membership meetings, and business retention opportunities. A portion of your salary is paid thru this organization and the Director is a key component of their success. Daily text or phone calls with the Chair or board members may be necessary to keep all

parties informed and our projects/events on a time schedule and within budgets.

- Process and administer annexation procedures for the City.
- Assist in planning, administering or assisting as needed in the administration of the City's economic development capital improvement projects, including the development of budgets, design, implementation and working with the City Staff, Developers, boards, and contractors.
  - Track and log revenue and expenditures for each public property owned by the City or our board affiliates from acquisition to final sale.
  - Define and assist the public and private sector with land acquisition, surveys, topo, geotechnical, civil engineering, preliminary plats approval, zoning, permitting, as built, inspections, financing, construction, selection of contractors, marketing, subdivision of property, and signage.
- Collect, review, analyze and interpret marketing data, statistical, census and economic data related to economic development in the City of Morrow. Including all marketing material available for each property and the City as a whole (signs, digital signs, digital content, apps, websites, maps, plats, plans, PowerPoints, visuals, etc.) and the ability to showcase them with short notice at meetings with developers, the City manager, elected officials, Staff, and private sector partners.
- Maintain an inventory of public and private properties available for purchase/lease/redevelopment within the City.
- Assist with the development and implementation of strategic economic development incentive programs such as Tax Allocation Districts, Downtown Revolving Loan Funds, Business Improvement Districts, and etc....
- Maintain an awareness of new development programs, as well as state, local, private and public funding sources and grant opportunities.
- Serve as a liaison between the City and the Downtown Development Authority, Urban Redevelopment Agency, the Housing Authority and the Morrow Convention and Tourism Association in concert with policies, instructions, and procedures established by the City Manager, or Mayor and Council. Such policies, instructions, and procedures do not have to be written to be enforceable.
- Provide staff support and supervision of employees. Director is responsible for the event coordinator position and is your direct report. Event coordinator is responsible for city events, private events, city newsletters, digital marketing content, event support, coordination, scheduling, budgeting, coordinating resources with police, fire, public works, private entities, attaining event sponsors
- Maintain daily written and verbal contact with the City Manager for purposes of providing property, project, event, construction update, marketing and all other relevant information within the City of Morrow and obtaining advice and consent for the

above.

- Support the retail, restaurant, commercial, residential and cultural development within the City. Work cooperatively with the managers, and landlords of the downtown area to bring viable businesses to the downtown; and retain existing businesses.
- Assemble economic development materials and programs for the City consistent with the adopted branding scheme and marketing plan for the City. Contribute to the development of promotional and marketing materials, brochures and programs for the City.
- Assist businesses and developers in the planning and execution of expansions, renovations, grand openings and ribbon cuttings.
- Complete surveys and perform such other tasks relative to Economic Development as requested by the City Manager.
- Coordinate effective hiring, and retention of full-time and part-time employees with the City Manager using appropriate and legal hiring, promoting and evaluation techniques.
- All duties and functions shall be governed by City Ordinances, and all regulations and procedures and laws of the State of Georgia and the Federal Government.
- Other duties as assigned.

**KNOWLEDGE REQUIRED BY THE POSITION:**

- Must have extensive knowledge of State and Federal rules, laws, and regulations which pertain to City development, expenditure of public funds, including all State and Federal environmental policies, transportation planning and other developmentally related programs.
- Must understand the issues confronting downtown business owners, public agencies, and community organizations.
- Must be well-organized and capable of functioning effectively in a comprehensive city environment.
- Excellent verbal and written communication skills are essential.
- Excellent supervisory skills are required.
- Must be able to operate modern office equipment.
- Must understand and be able to prepare complex financial statements and reports.
- Must be entrepreneurial, energetic, and imaginative.
- Must be able to work well with a variety of people in varying settings.

**SUPERVISORY CONTROLS:** The person serving in this position reports on a daily basis to the City Manager and, periodically, to the Mayor and City Council.

**GUIDELINES:**This position uses all Local, State, and Federal Legislations and regulations relating to economic development; and all City, State, and Federal regulations regarding employment, as guidelines for appropriate actions.

**COMPLEXITY:**This position requires the ability to learn and understand information from routine to very complex, involving need for extensive research, decisions considering many different sources, and detailed report writing, to complete assignments. They must be able to make responsible judgments and to acquire knowledge on topics related to primary job functions.

**PERSONAL CONTACTS:**Contacts are typically co-workers, employees, local, federal and state officials, attorneys, vendor's, business owners, and the general public.

**PURPOSE OF CONTACTS:**Requires the ability to deal with people beyond giving and receiving instructions. This position must be able to listen, instruct, direct, and persuade contacts. They must be adaptable to performing in stressful situations when confronted with contingency and/or non-routine situations.

**PHYSICAL DEMANDS:**This position must be able to work sitting, walking, standing, bending, stooping, pushing, or pulling, for both short and long periods of time. This position must be able to work at a computer, reading and interpreting reports and procedures and be able to talk/listen on the phone or equivalent devices.

**WORK ENVIRONMENT:**The person serving in this position will typically work in an office environment. However, he/she is expected to work routinely at job sites which will include hazardous (hard-hat) environments, and outdoors including inclement weather situations.

**SUPERVISORY RESPONSIBILITIES:**This position will have supervisory responsibility over part-time and full-time City employees as approved by the City Manager.

**MINIMUM QUALIFICATIONS:**

- Must be able to perform all essential duties.
- Bachelor's degree with a discipline in Business Administration, Public Administration, Planning (Urban or Regional) or similar related field.
- Considerable (5 years or more) experience in one or more of the following areas: Economic Development, Business Development, Project Management, Planning, Public Relations or Historic Preservation.
- Valid Georgia Driver's License and satisfactory Motor Vehicle Record (MVR).
- Equivalent education and experience will be considered.

**PREFERRED QUALIFICATIONS:**

- Bi-lingual