

CLASSIFICATION SPECIFICATIONS
Economic Development, Communications, & Tourism Director

Definition

Under the direction of the City Manager, the Economic Development, Communications, & Tourism Director is part of the management team charged with the responsibility for performing a variety of administrative, technical and professional work designed to boost economic vitality for existing or new businesses, ensure adequate communications, and increase Tourism performance.

Distinguishing Characteristics

The Economic Development, Communications, & Tourism Director is a full-time position responsible for working closely with the City Manager, City Council, relevant committees & staff or to plan and execute tasks. The metrics for success of this position are an increased number of businesses, generation of Sales Tax, increase of Transient Occupancy Tax dollars, eventual lowering of unemployment rate, increase of funds from grant funding sources, increased velocity of City managed communications, reported media analytics measuring promotional success.

This position supervises assigned professional, technical, and clerical staff and manages day-to-day Economic Development, Communications and Tourism activities both in City Hall and in community settings. This position may work a non-traditional work week and with tasks performed out of office.

With regards to Economic Development, this position promotes the business and economic development interests within the community by working with all noted departments in providing guidance to individuals and companies to establish, relocate, or expand their businesses within the community. The position will include assistance in the planning and coordination of community development projects, assisting business and residential applicants with local and State permitting processes, and providing research for City sponsored projects. This position is a direct report to the City Manager.

With regards to the Communications activities, this position establishes and maintains relevant communications platforms and media contact lists or relationships and manages their day-to-day operations and submissions. Distinguishing Characteristics include posting and disseminating regularly scheduled posts and releases while also executing spontaneous or rapid response communications aligned with emerging issues. Communications activities are directly managed by the City Manager, City Mayor, and the City Clerk.

With regards to the Tourism Director aspects of this position, the Distinguishing Characteristics are the collection and dissemination of relevant tourism related data and tracking, the planning and execution of both general City marketing/promotion campaigns as well as event specific marketing/promotion campaigns, the inclusion of Tourism stakeholders in event planning & decision making, and the execution of events throughout the year.

Examples of Duties

The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to this class. Other duties and responsibilities may be added, deleted, or changed at any time at the discretion of management, either orally or in writing.

- 1) Data Gathering and Projections: Utilize multiple avenues of quantitative and qualitative data gathering to help guide public policy and decision making regarding economic development and tourism activities. Provide timely projections for City decision making processes.
- 2) Community Interface: Attend or Organize regular community meetings for planning and task execution purposes. Work collaboratively with volunteers and community groups to accomplish common goals. Propose new activities or offer unique support to support common goals.
- 3) Site Selection: Work to maintain an up to date list of open real estate assets for business site selection purposes. Provide community, business, and site data for potential clients looking to site their businesses in Colusa. Bridge client needs with City capacities for design and permit support of new buildings or businesses. Actively market the City of Colusa on multiple platforms and industry events as the place to land and build a business.
- 4) Fundraising Capacity: Continually find new sources of grant funding and execute community driven applications for submission. Work externally with multiple stakeholders to seek funding for projects and internally with staff for adequate document gathering. Craft grant narratives to suit the needs of the grant and the project being funded.
- 5) Entrepreneur Support/Technical Assistance: Provide small group or one-on-one training to current business owners and potential future entrepreneurs. Foster and support their dreams and goals helping to break down necessary tasks and source needed talent, training, skills, funding, raw materials, downstream customers, and more. Make connections between businesses and help businesses do more sales on multiple platforms if needed. (i.e.- Brick & Mortar, Online, Conference, etc.) Help entrepreneurs gain needed skill sets such as business plan development, accounting, marketing, health & safety certifications and more to start or increase their business. Interface with regional funding and financing entities on behalf of businesses to 'shop' a project around.
- 6) Communications Activities: Build and maintain needed communications platforms, media lists, newsletter formats, and media relationships for City communications. Provide accurate, informative Press Releases with suitable staff or elected official quotes as part of regular media promotions or emergency response missives. Create, to the best of your ability, needed design for specific posters, infographics, advertisements, notices, promotions and more. Solicit & Manage online and print sub-contractors as needed
- 7) Tourism: Craft and launch relevant branding campaign guided by community feedback. Maintain brand identity throughout Collateral development. Create and maintain ongoing tourism attraction activities in line with budget availability. Participate in existing events with logistical and marketing support. Create and execute new events in line with City brand and declared community need.

Minimum Qualifications

Ability to analyze community driven data and make it regularly available to the public and council for decision making. Knowledge of multiple sources of funding. work cooperatively with city officials, employees, and the public; prepare and administer grants from government and private sources. Strong writing ability for both grant narratives and communications platforms. Capacity for international, national, and local Economic Analysis. Ability to create, execute, and monitor multiple marketing plans simultaneously. Provide well-reasoned recommendations to council and city officials. Knowledge of principles and practices of government, finance, purchasing, organization, administration, supervisory practices and personnel management, applicable federal and state laws, rules, and regulations pertaining to local government operations; and excellent working knowledge of computers and software programs.

Education and Experience

Any combination of experience and training that would likely provide the required knowledge and abilities are qualifying. A typical way to obtain the knowledge and abilities would be to:

Education: A Bachelor's Degree (Masters Preferred) in Public or Business Administration, Marketing/Communications, Agriculture, Tourism, Psychology, Sociology, or Economics

Experience: At least three (3) years of recent, full-time experience in a private or public agency with increasingly responsible work experience in general administration, policy development or comprehensive report writing. At least three (3) years of Economic Development at a City, County or State agency with special emphasis on Business Site Selection experience. At least (3) years of Tourism management experience. At least three (3) years of grant writing and community organizing experience. Experience owning or managing a business preferred. Experience with meeting design and facilitation preferred. Direct experience with agriculture preferred.

Licenses: Possession of a valid California driver's license.

Physical Requirements:

- Environmental Conditions: Work is normally performed in a typical office environment.
- Mobility: Frequent sitting for long periods of time at a desk or computer workstation. Occasional bending, twisting, or squatting. Frequently utilizes computers, telephones, and other office equipment. Often moves about the office to collaborate with colleagues.
- Lifting: Frequently up to 10 pounds; occasionally up to 30 pounds.
- Vision: Constant use of overall vision; frequent reading of handwritten and printed materials on paper or electronic media such as a computer monitor. Occasional use of color and depth vision and close-up work.
- Dexterity: Frequent repetitive motion; frequent writing, grasping, holding, twisting, and reaching.
- Hearing/Talking: Frequent hearing and talking in person and on the phone.

City of Colusa
FLSA Status: Exempt

Established: August 18th, 2020
Unit: Department Head

- Emotional/Psychological: Frequent decision-making and concentration; occasional public and/or coworker contact; frequent working alone.

Collective Bargaining Unit Designation – Department Head
FLSA status: Exempt