

ECONOMIC DEVELOPMENT REPRESENTATIVE

KIND OF WORK

Advanced professional economic development work.

NATURE AND PURPOSE

Under administrative direction, provides broad economic development planning and program development assistance to local units of government in an assigned area of the State to enable communities to initiate and maintain an economic development program, thereby expanding their economic base and increasing local employment; performs related work as required.

EXAMPLES OF WORK (A position may not include all the work examples given, nor does the list include all that may be assigned.)

Leads community leaders, community planning consultants, volunteers, community appointees and/or organizations through group planning processes and brainstorming sessions to identify local assets and constraints, analyze the external business environment, and other local factors in order to develop long and short range economic development goals to attract business and create jobs.

Teaches community leaders, consultants and committees how to develop a comprehensive five (5) year strategic plan and a one (1) year work program so that their economic development goals will correct, eliminate or capitalize on community assets and constraints, are clearly delineated and efforts are focused towards those activities with the highest potential to strengthen the local economy and create jobs.

Makes presentations and provides training and technical assistance to local organizations, committees and volunteers to increase their knowledge of economic development issues, enhance their ability to access economic development programs and to enable them to implement one year work program and five year strategic plan.

Develops and administers surveys to collect and analyze local and specific statewide socio-economic data affecting local planning activities and statewide program evaluation to determine how it affects communities and to use as a basis for determining economic development strategies and programs at the state level.

Markets and promotes economic development programs and services to communities, organizations and volunteer groups to increase the number of communities participating thereby increasing the utilization, quality and value of these programs and to create a greater awareness of economic development opportunities which will enhance the productivity of the people, the industrial base and the State.

Conducts evaluation and follow-up of projects and efforts undertaken by local communities and other groups and on statewide programs/projects assigned to ensure they are maximizing local assets through participation in economic development programs and that statewide programs are administered in the most effective manner within the resources available.

KNOWLEDGE, SKILLS AND ABILITIES REQUIRED

Knowledge of:

General economic development concepts, practices and processes and the specific federal, State, local and private sector economic development programs and initiatives sufficient to integrate their components and requirements into local plans and activities;

Information gathering, group dynamics and meeting facilitation techniques, as well as human relations skills sufficient to lead meetings and participants through brainstorming sessions and planning processes to identify community assets and constraints and develop effective strategic plans and work programs;

Micro/macro economics, economic data sources, economic trends and the structure of the economy sufficient to monitor and analyze how State and national trends effect local communities;

Teaching and training techniques sufficient to organize ideas and issues, and present information to groups and individuals to increase their level of knowledge and self-sufficiency;

Business credit analysis and financial mechanisms sufficient to assist communities with financial proposals to support economic development activities;

Research methods and techniques sufficient to design surveys and analyze information sufficient to gather and provide communities with indepth information to guide and enhance local economic development efforts;

Program evaluation methods sufficient to identify problem areas and assist communities with the formulation of an effective and innovative solution, and to review state level operations and recommend appropriate changes.

Ability to:

Listen and communicate clearly and effectively in oral and written form sufficient to gather relevant data and transmit knowledge and information to clients with diverse needs;

Analyze primary and secondary data and formulate conclusions using deductive reasoning sufficient to assist communities to identify their needs, assets and constraints, develop plans and initiate community projects and activities;

Plan community meetings, conferences and events to introduce and promote economic development programs and to recognize community certification and success;

Write and edit program and instruction manuals and/or booklets sufficient to clearly communicate program requirements and provide general guidance and direction;

Develop and implement marketing and promoting strategies sufficient to increase awareness of services/programs which will enable the retention of existing businesses and encourage new businesses to locate in Minnesota.

Utilize personal computers and various fourth generation languages/software packages sufficient to increase professional effectiveness and quickly and accurately access data sources;

Organize thoughts, categorize problems and conceptualize solutions to unique situations sufficient to maximize State and local efforts;

Maintain effective relationships with a board variety of local groups.

Est.: 7/86
Rev.: 8-1-89
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T.C.: 6-30-89
Former Title(s): Business Financing
Specialist