



Job Code: 0287  
FLSA: E  
Unit: MGMT  
Revised:

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## **ECONOMIC DEVELOPMENT SPECIALIST**

### **DEFINITION**

Under general supervision, assists, develops, monitors and helps implement the economic vitality program, and transportation demand management (TDM) program for the City; coordinates with local, regional and state transportation agencies; organizes promotional events; tracks economic and demographic trends; develops and implements marketing strategies for the TDM and economic vitality programs; conducts other projects and performs other work as required.

### **SUPERVISION RECEIVED/EXERCISED**

Receives immediate supervision from the Economic Development Manager. Exercises no supervisory responsibilities.

### **TYPICAL DUTIES**

1. Conducts transportation, economic and demographic studies and surveys.
2. Assists employers and business/commercial complexes implement TDM programs.
3. Trains employer transportation coordinators.
4. Monitors TDM program compliance.
5. Conducts meetings with employer representatives.
6. Markets TDM and related programs to local employers, schools and the general public.
7. Organizes events.
8. Works with volunteers, parents and administrators of local schools and transportation providers on traffic calming and related transportation issues.

### **MINIMUM QUALIFICATIONS**

#### **Knowledge of:**

1. Marketing and promotional strategies and techniques.
2. Basic training and education techniques

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**Skill to:**

1. Apply marketing techniques to transportation and economic development programs.
2. Plan, organize and execute events, projects and technical studies.
3. Communicate effectively in writing and verbally, including speaking before groups.
4. Design and create promotional materials.
5. Establish and maintain effective working relationships with city staff, public agencies, the business community and the general public.
6. Build teams, facilitate and motivate others to reach solutions to common problems.

**Education:**

A Bachelor's Degree in Urban Studies, Planning, Public or Business Administration or a related field.

**Experience:**

Two years of increasingly responsible experience in transportation and/or economic development programs is desirable and previous experience in marketing, public speaking, team-building, training, or event coordination is preferred.

**License:**

Valid California Driver's License and a good driving record required.