



CITY OF STANWOOD POSITION DESCRIPTION

JOB TITLE: Economic Development and Marketing Manager
DEPARTMENT: Administration
FLSA STATUS: Exempt
UNION STATUS: Non-Represented

GENERAL DESCRIPTION

Serves under the general direction of the City Administrator to support and carry out the Stanwood business retention and recruitment programs, community economic development initiatives and tourism goals.

Incumbents utilize a combination of technical information and data, advanced interpersonal communication and networking, and creative, but practical strategies to support City goals and strategies.

SUPERVISION RECEIVED

Reports directly to the City Administrator

SUPERVISION EXERCISED

May provide work direction and supervise Administrative Assistant(s) as assigned

ESSENTIAL DUTIES AND RESPONSIBILITIES

1. Creates and implements both innovative and traditional programs for business outreach, including business attraction, retention and expansion. Promotes business development and locating businesses in the City and in the City's downtown core.
2. Promotes the City as a destination shopping area for Stanwood, Camano Island and other nearby communities. Researches and prepares written and verbal reports regarding programs available through public and private sectors relating to economic development.
3. Researches, evaluates, and reports on the economic impacts of proposed legislation at the City and State levels. Examples of such programs includes: grants; low-interest loans; small business assistance; tax credits, exemptions and deferrals; special assessment districts; enterprise zones; public development authorities; local infrastructure financing tools; business improvement areas; and workforce development.
4. Prepares marketing programs and campaign materials; makes presentations to business and community groups. Coordinates, distributes



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promotional and marketing information through a variety of means, including the internet, broadcast, print media and social media, and public speaking that foster the City's economic development strategic intents and tourism interests.

5. Oversees the Discover Stanwood Camano Tourism and Marketing initiative, including the design and maintenance of the www.discoverstanwoodcamano.com website (DSC website). Creates editorial content, including a variety of relevant articles, videos and landing pages that support the promotion of the unique community.
6. Oversees and approves events submitted to the DSC website according to criteria for event submission. Works with event host to ensure event listings are complete and accurate. Assists and represents the City during the planning of city hosted special events.
7. Oversees and approves PLACES business listings posted on DSC website according to criteria established for business listings. Promotes and markets the opportunities for businesses to advertise and promote their business through this marketing and tourism website. Works with businesses to ensure PLACES listings are complete, accurate and enhanced.
8. Prepares and maintains demographic and market information. Responds to inquiries regarding economic and demographic data, trends and resources. Maintains demographic data for economic development and other City purposes.
9. Oversees the City's business database and the import of data from the Department of Revenue and Department of Licensing for Stanwood business licensing. Ensures accuracy of data collected is kept confidential according to State Law Public Records Act. Prepares and analyzes routine reports to track trends pertaining to existing businesses.
10. Represents the City at business and community events, trade shows, and conferences. Attendance at some required meetings or events are held in the evenings and/or weekends. Maintains positive, effective relationships with other economic development agencies and organizations in order to achieve the City's economic development and tourism goals.
11. Plans and coordinates the City's business retention program and works directly with Stanwood business owners that will include a variety of ethnicities and ethnic groups in business. Ability to facilitate services to translate business documents into other languages and/or communications formats for the sight or physically impaired.



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12. Provides training to local businesses and business groups relating to matters such as storefront design, coordinated business hours, effective signage, marketing, and promotional events.
13. Maintains confidentiality when appropriate. Maintains accurate paper and electronic records and performs other economic development related duties as assigned.

PERIPHERAL DUTIES

1. Provides administrative and business development support to the City Administrator and performs a variety of other duties as assigned.
2. Attend professional development workshops and conferences to keep abreast of communications trends and developments.
3. Performs other duties as assigned.

DESIRED MINIMUM QUALIFICATIONS

Education and Experience:

Baccalaureate degree in business administration, marketing, economics, urban planning or related field, with a minimum of (3) three years of experience in a field that provides the necessary knowledge, abilities, and skills;

Any equivalent combination of related education and experience necessary to perform the essential functions of the position.

Necessary Knowledge, Skills and Ability to:

- Data collection methods.
- Program monitoring and evaluation methods.
- Principals, practices, procedures, terminology, laws, rules, and regulations pertaining to the program area to which assigned.
- Business recruitment and retention methods. Local, regional, and national economic trends.
- Tourism promotion and marketing best practices.
- Economic development-related government agencies and non-profit organizations. Downtown revitalization methods.
- Modern office practices and procedures.
- Proper English usage, spelling, grammar, punctuation and demonstrated proficiency in communicating complex issues and topics for lay-persons.
- Excellent communication techniques.



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- Operation of modern office equipment; and personal computer operating systems and software applications.
- Perform complex and confidential work involving the use of independent judgment and personal initiative.
- Understand the organization and operation of the municipal government. Interpret and apply departmental rules and policies.
- Organize and prioritize work.
- Independently prepare correspondence and memoranda.
- Analyze situations accurately and adopt an effective course of action; respond to requests and inquiries from the general public.
- Work independently in the absence of supervision.
- Operate and use modern office equipment including a computer. Communicate clearly and concisely, both orally and in writing. Establish and maintain effective working relationships.
- Attract, retain, and enhance businesses. Interpret rules and regulations.
- Track many details and keep a variety of projects moving forward at the same time. Collect and organize data.
- Analyze and problem solve.
- Work independently and in a team. Meet deadlines.
- Ensure that service is positive, prompt, and accurate and follow-up is timely.
- Work with individuals of varied ethnic, social, economic, and political backgrounds. Respond to customer needs in a professional, enthusiastic, creative, and courteous manner. Effectively communicate, both verbally and in writing.
- Read maps and plans.
- Operate modern office equipment. Maintain accurate records and files.
- Relate effectively with those contacted in the course of work.
- Research and organize information from various sources for report writing and/or problem solving.
- Develop solutions within established guidelines, using initiative, tact, and good judgment; be flexible and adapt to changing conditions.
- Utilize personal computers and computer software to perform word processing, spreadsheet, and specialized functions.

SPECIAL REQUIREMENTS

- Washington State Driver's License, or ability to obtain one within 30 days and a good driving record is required.

TOOLS AND EQUIPMENT USED

Personal computer, motor vehicle, credit card machine, 10-key calculator, phone, copy machine, fax machine and scanner.



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PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to sit and talk or hear, use hands to finger, handle, feel or operate objects, tools, or controls; and reach with hands and arms. The employee is occasionally required to walk.

The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision and the ability to adjust focus.

The employee must occasionally travel locally to meet with, and present to, representatives of businesses, community groups, or residents.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The work environment is primarily an indoor office. While performing the duties of this job, the employee occasionally works in outside weather conditions. The employee is occasionally exposed to wet and/or humid condition, or airborne particles.

The noise level in the work environment is moderately noisy.

SELECTION GUIDELINES

Formal application, review and evaluation of education and experience, oral interview and pre-employment screening. Job related tests may be required.

The duties listed above 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 the position.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.