



Job Description

Position Title:	Economic Development Director
Department:	Economic Development
Reports to:	Village Administrator
FLSA Status:	Exempt
Status:	Regular Full-Time
Grade:	XII
Hours of Work:	Primarily regular dayshift office hours, with some evening meetings and travel.

Statement of Duties

Position serves as advisor and chief advocate in all areas of economic development, with an emphasis on developing and implementing strategies and programs that will attract new, and retain and expand appropriate business for the Village of Oswego. Oversee communications and marketing, developing and maintaining Oswego's brand in support of economic development and community relations activities. Analyzes, develops and implements economic development projects and programs. Provides leadership to elected officials and staff pertaining to the community's economic development and community relations needs. Serves as a liaison between the Village and business community.

Supervision and Responsibilities

Employee works under the administrative direction of the Village Administrator and in accordance with state laws and regulations, and municipal policies and objectives. Employee functions independently, referring specific problems to the supervisor only where clarification or interpretation of Village policy or procedure is required. Employee performs highly responsible functions of a complex and technical nature requiring the frequent exercise of judgment and initiative to ensure work conforms to the law and to accepted professional standards; employee works independently within established policies and procedures.

Employee has access to confidential business information. Errors can result in adverse public relations or missed deadlines. Consequences of errors missed deadlines or poor judgment could have a continuing adverse effect on municipal functions.

Economic Development Director
Last Updated: 2020

Position is responsible for the supervision of employees, including evaluation and recommending the hire and firing of employees.

Job Environment

Work is performed according to state laws and municipal policies and procedures. Position requires examining, analyzing and evaluating facts and circumstances surrounding individual problems, situations or transactions, and determining actions to be taken within the limits of standard or accepted practices. Guidelines include a large body of policies, practices, and precedents that may be complex or conflicting, at times. Judgment is used in analyzing specific situations to determine appropriate actions. Employee serves as the Village's economic development expert and advisor. Work consists of employing many different concepts, theories, principles, techniques and practices; as well as managerial functions and processes such as planning, organizing, controlling, coordinating, evaluating, integrating activities and programs relating to economic development.

Assignments typically concern such matters as studying trends in the field for application to the work; assessing services and recommending improvements; planning long range projects; devising new techniques for application to the work; and recommending procedures, standards or criteria.

Duties involve constant contact with staff, Village officials, other Village departments, the public, outside organizations, the business community, developers, local, state and federal government officials, community leaders and any other individuals to protect and promote the municipality's overall interest and message. Employee must possess a high degree of diplomacy and judgment and must be able to work effectively with and influence all types of persons. Duties require a well-developed sense of strategy and timing in representing the municipality effectively in critical and important situations that may influence the well-being of the municipality. Skillful negotiating and achieving compromise is required to secure support, concurrence or compliance.

Employee is required to work outside of normal business hours as required to complete position duties including but not limited, to attendance at local, regional and state board/agency and committee meetings, local events, as well as various conventions.

Position Functions

The essential functions or duties listed below are intended only as illustration 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 work is similar, related, or a logical assignment to, or extension of, the position.

1. Provides leadership, recommendations and direction to elected officials and staff regarding economic development needs of Oswego.
2. Oversee marketing and communications for the Village to internal and external stakeholders, aligning messaging with strategic direction and brand identity.
3. Responsible for the timely and accurate dissemination of information to residents, media, businesses and other stakeholders regarding Village news, events and public information.
4. Responsible for retention and/or expansion of existing businesses within the Village; includes coordinating business retention visits to develop an understanding of the local economic climate and acts as ombudsman with issues that may arise.
5. Develops and implements short and long range economic development plans; gathers, interprets and prepares data for studies, reports and recommendations; coordinates activities with other departments and agencies as needed.
6. Oversees tourism and promotion of overnight stays in the Village.
7. Prepares and maintains information on utilities, taxes, zoning, transportation, community services, available development sites, financing tools, etc.; responds to requests for information for economic development purposes; prepares data sheets and other information. Responds to local citizens inquiring about local economic development activities and opportunities.
8. Monitors local, state and federal legislation and regulations relating to economic development and reports findings, trends and recommendations to supervisor.
9. Oversees production of informational publications intended for internal and external audiences. Included but not limited to website, social media, newsletter and various print publications.
10. Represents the Village and/or department on various boards and committee meetings. Serves as staff liaison to the Chamber of Commerce.
11. Participates in professional and intergovernmental organizations that promote economic development. Represents the Village at local, regional and national meetings and conventions as need and budget allows.
12. Promotes and educates businesses with respect to funding options offered.
13. Keeps Village Board of Trustees and Village Administrator up to date on current economic development activities.
14. Oversees the preparation and execution of the Economic Development and Community Relations budgets.

15. Performs similar or related duties as required.

Physical and Mental Requirements

Employee works in a normal office environment and is required to stand, walk, sit, talk, listen, and use hands while performing duties of the position. Occasionally, employee may be required to lift objects up to 10 lbs., and seldom lifts up to 30 lbs. Employee may occasionally face mental stress, such as completing several unrelated tasks within a relatively short period of time. Normal vision is required for position. Equipment operated includes an automobile, office machines, and computers.

Occupational Risk

Duties generally do not present occupational risk. Minor injury could occur, however, through employee failure to properly follow common safety precautions or procedures.

Education and Experience

A candidate for this position should have a bachelor's degree in economic development, urban planning, public administration, business, marketing or closely related field; a master's degree in business administration, urban planning or public administration preferred. A minimum of seven years of progressively responsible experience in economic or urban development or an equivalent combination of education and experience.

Required Certifications

- A valid Illinois driver's license
- Certified Economic Developer (CEcD) and/or AICP preferred

Key Knowledge and Skills

Knowledge of:

- Business development; economic development and community marketing; working knowledge of municipal zoning and infrastructure; working knowledge of planning programs and processes
- Private and public financing programs
- Principles and practices of budgeting
- State and local laws pertaining to economic development
- Public relations strategies

Skill and ability in:

- Promoting staff effectiveness through coaching, delegation, training and communication
- Communication, customer service and interacting tactfully with the Village Staff, contractors, developers, and the general public
- Developing cost estimates on complex projects, conducting necessary engineering research, and compiling comprehensive reports
- Computer programs and applications
- Budget preparation and administration
- Strategic planning