

CITY OF BEAVERTON

Business Development Liaison

General Summary

Promote business recruitment and retention on local, national and international level; assess marketing opportunities and provide target marketing and intelligence gathering for business development; serve as the City's liaison and ombudsman for new businesses, projects and contracts. Maximize City's ability to bring new businesses into the City as well as grow existing businesses.

Essential Functions

Depending upon assignment, the incumbent may perform a combination of some or all of the following duties, which are a representative sample of the level of work appropriate to this class.

1. Serve as a member of the management team. Under general direction of the Business Development Services Director, develop, refine and manage the City's business development initiatives.
2. Participate in the development and implementation of the city's business recruitment, marketing, retention, expansion and target industry program.
3. Manage and provide direct assistance to individual businesses in establishing or retaining their operations in the City; meet with owners or representatives of businesses, coordinate City actions regarding the needs of the company, including identifying and advising on available resources and incentives for individual prospects from private and public sector sources as appropriate.
4. Assess market opportunities and provide target marketing for business development.
5. Conduct highly complex technical research and impact analysis in economic development strategies.
6. Serve as the development liaison between businesses and the Business Development Services Division of the City.
7. Develop collaborative projects with various Chamber of Commerce, Social Service organizations, etc. Coordinate various cultural and business projects and provide technical training and assistance.
8. Serve as liaison between City, emerging entrepreneurs, existing local small business organizations, underserved and culturally based non-profit and commercial arts, culture community groups, businesses, and other organizations to address art community needs.

9. Research and analyze the impact of public and private sector developments and the general economic and legal environment on the local economy and the City's economic development objectives.
10. Represent the City as team leader, department liaison and ombudsman on various projects and contracts as assigned.
11. Participate in department/division/section operational processes including staff selection, budget preparation/monitoring, policy/procedure development and implementation.
12. Develop work plans, timelines and resource allocations for assigned projects. Monitor progress to ensure objectives are met. Prepare reports and recommendations.
13. Serve as a model for accomplishing City's vision and goals. Model and promote an environment that supports the highest quality results. Provide excellence in internal and external customer service. Create a positive experience for customers through professional and courteous behavior and creative problem resolution.
14. Represent program and/or City to the public, in legal or administrative proceedings, to other organizations or entities and in other situations as required. Make presentations and provide comment and testimony. Advance and protect the interests of the City and its citizens in all matters.
15. Produce acceptable quantity and quality of work that is completed within established timelines.
16. Develop safe work habits and follow all required safety policies, procedures and techniques. Contribute to the safety of self, co-workers and the general public.
17. Follow standards as outlined in the Employee Handbook.
18. Participate in the City's Emergency Management program including classes, training sessions and emergency events.
19. Support and respect diversity in the workplace.

Other Functions

1. Serve on or provide support to a variety of committees, task forces and advisory groups as necessary.
2. Perform related duties of a similar scope and nature.

Knowledge Required for Entry

- ◆ Expert knowledge of practices and principles in the areas of economic development.
- ◆ Advanced knowledge of the federal, state, regional and local codes, ordinances, standards, laws and regulations governing economic development.
- ◆ Advanced knowledge of the laws and regulations governing community development and planning.

- ◆ Expert knowledge of professional ethics relating to economic development.
- ◆ Working knowledge of commercial and industrial real estate and mortgage lending.
- ◆ Working knowledge of small business loan/assistance programs.
- ◆ Advanced knowledge of practices and principles of public/business administration practices and decision-making.
- ◆ Advanced knowledge of strategic planning methods with an emphasis on services related to economic development.
- ◆ Working knowledge of public purchasing and contracting laws and regulations.
- ◆ Working knowledge of human resources management practices.

Skills/Abilities Required

- ◆ Expert ability in conceptual analysis and policy/program development and implementation
- ◆ Expert ability to conduct highly complex technical research, impact analysis and interpretations in the areas of economic development strategies.
- ◆ Advanced skill in conceptual analysis and policy/program development, implementation and administration in the areas of economic development.
- ◆ Advanced ability to facilitate group processes.
- ◆ Advanced ability to productively manage and/or participate on a team and in a team environment including the ability to develop a team approach to producing high quality results.
- ◆ Advanced ability to demonstrate leadership behavior to employees, contractors, public officials, other agencies, customers and the general public.
- ◆ Advanced ability to build consensus and resolve conflicts.
- ◆ Advanced ability to establish and maintain effective and positive working relationships with employees, contractors, other agencies, public officials and the general public.
- ◆ Advanced ability to apply excellent internal and external customer service skills.
- ◆ Expert ability to communicate effectively both orally and in writing with diverse customers, employees, contractors, other agencies, public officials and the general public.
- ◆ Strong ability to make presentations and develop reports that may include technical information.
- ◆ Strong ability to use word processing and spreadsheet programs and other software applications as required for position.

Minimum Qualifications Required for Entry

Bachelor's degree in business/public administration or related field and eight years progressively responsible experience in economics, land use, or real estate, including two years project management experience or an equivalent combination of education and experience enabling the incumbent to perform the essential functions of the position.

Licensing/Special Requirements

- ◆ Positions in this classification are required to possess a valid driver's license and the ability to meet the City's driving standards.

Working Conditions

Regular focus on a computer screen; daily precise control of fingers and hand movements; regular dealing with distraught or difficult individuals; occasional lift, move or carry objects between 20 and 50 pounds; regular attendance at meetings or activities outside of normal working hours; daily operation of a motor vehicle on public roads.

Classification History

Created: April 15, 2009

Status: M2
FLSA: Exempt

Department Head Signature

Human Resources Signature

Date

Date