

**COUNTY OF ORANGE  
MUNICIPAL/SCHOOL  
JOB CLASSIFICATION SPECIFICATION**

**CLASS TITLE:** DIRECTOR OF ECONOMIC DEVELOPMENT

**TITLE #:** 1919

**DISTINGUISHING FEATURES OF THE CLASS:** The Director of Economic Development has responsibility for the administration and management of the Office of Economic Development. The incumbent is responsible for the design, enhancement and implementation of a comprehensive economic development program, and appropriate marketing strategies, to promote, attract, retain and expand businesses, and preserve and increase the property tax base and employment opportunities in the Town. This includes marketing and planning functions; encouraging public-private cooperation and coordination; promotion of tourism, international trade, and film and video production siting; and special projects and related initiatives as assigned. The Director of Economic Development reports directly to and works under the general supervision of the Town Supervisor, with wide leeway allowed for independent decision-making in the fulfillment of the assigned responsibilities.

**TYPICAL WORK ACTIVITIES:**

Develops policies, procedures, and programs for the Town's economic development functions to enhance economic growth and activities in the Town, consistent with the goals and objectives of the Town;

Develops and implements programs to retain, restore and expand the commercial and industrial tax base, facilitating their expansion by keeping them aware of state tax and training incentives for expansions, and technology transfer programs to improve their production techniques to make them competitive. Interacts with the Industrial Development Agency, Chamber of Commerce, Foreign Trade Zone, and Federal, State, and local economic development agencies;

Directs and monitors program activities, including business attraction, entrepreneurial development, film and video location, tourism and international trade promotion, and project financing;

Assists new businesses in gaining access to early stage financing, and financing for business modernization, to create a climate that supports entrepreneurial and technological growth;

Participates in confidential negotiations regarding potential economic development projects;

Represents the Town Supervisor at private and public events pertaining to economic development;

Facilitates negotiations for economic site plans and job generation plans with industrial firms seeking location, relocation or expansion within the Town;

Plans and develops economic development promotional activities in order to attract new development and industry to the town by various means: phone calls, direct mail, targeted marketing initiatives, trade show participation, site inspections, magazine and journal articles, etc.;

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Coordinates plans with the public and private sector to develop a comprehensive set of proposals, to fuel long-term growth through enhanced public-private cooperation, that encourages entrepreneurial growth and supports technology-driven businesses;

Presents reports on sensitive economic development matters and projects to senior administration;

Consults with local governments and organizations as well as private developers and individuals regarding economic development issues, including land use and property development;

Serves as a liaison for the Town for developing strategic business strategies focused on downtown economic vitality, streetscape enhancements, and coordinating an enhanced process for the marketing and promotion of local tourism events;

Serves as a resource ambassador for the Town for coordinating and assisting in funding and grant opportunities, establishing a town wide recognition plan for small business owners, and developing a town wide communication feedback forum to evaluate and share best practices;

Identifies resources from state, federal and local sources related to job creation, retention and attraction;

Oversees the preparation of budgets for economic development programs, setting goals, monitoring performance and providing fiscal oversight as needed;

Investigates what state tax, regulatory, tax concessions, energy concessions, and other policies affect the retention and location of technology-driven and other businesses in the Town and makes recommendations on how to improve the climate to spur economic growth;

Represents the interests of the Town in local, regional and state organizations, coordinates activities with surrounding towns, and interfaces with various community and citizen groups in order to obtain and provide feedback and to foster the development of an appropriate business climate, as directed;

Monitors legislation and regulations relating to economic development, and reports findings to the appropriate impacted parties;

Participates in financial negotiations affecting economic development, and assist in the development of leases, contracts, grants, and loan programs for business firms;

Uses computer applications or other automated systems such as spreadsheets, word processing, calendar, e-mail and database software in performing work assignments.

**FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:**

Comprehensive knowledge of the methods and techniques used in economic and development, promotional and public relation activities; comprehensive knowledge of Federal, State and Local laws, policies and regulations as they apply to urban renewal, assisted housing and economic development; thorough knowledge of economic, environmental and planning factors related to economic development; thorough knowledge of current Federal and State economic development programs; thorough knowledge of the business and economic conditions in the Town; thorough knowledge of the employment conditions and trends of the local labor market; good knowledge of the general principles, terminology and practices used in municipal, regional or community planning; skill in writing and preparing presentations, ability to communicate effectively, both orally and in writing; ability to conduct verbal presentations, expressing ideas clearly, concisely and in an articular manner; ability to establish and maintain effective working relationships with business, industrial, and government representatives; ability to read, write, speak, understand, and communicate in English sufficiently to perform the essential duties of the position; ability to plan and supervise the work of others; ability to use computer applications such as spreadsheets, word processing, email and database software; initiative; resourcefulness; integrity; tact; physical condition commensurate with the demands of the position.

**MINIMUM QUALFICATIONS:** Any combination of training and experience acceptable by the Town Supervisor.

**SUGGESTED STANDARDS:**

Possession of a Master's or Bachelor's Degree\* in Business Administration, Public Administration, Economics, Marketing, Communications, Political Science, or related field and five (5) years of experience in economic or community development, planning, economic research, marketing/communications, banking, commercial development or business development or expansion.

**\*NOTE:** Your degree must have been awarded by a college or university accredited by a regional, national, or specialized agency recognized as an accrediting agency by the U.S. Department of Education/U.S. Secretary of Education. If your degree was awarded by an educational institution outside the United States and its territories, you must provide independent verification of equivalency. A list of acceptable companies who provide this service can be found on the Internet at <http://www.cs.ny.gov/jobseeker/degrees.cfm>. You must pay the required evaluation fee.

**JURISDICTIONAL CLASSIFICATION:** Competitive.  
**Exempt Class approved for the Town of Montgomery.**

ADOPTED: 12/1/20 – LD