

ECONOMIC DEVELOPMENT SPECIALIST

DISTINGUISHING FEATURES OF THE CLASS: Under general supervision of the Director of Research and Economic Development, an incumbent of this position has responsibility for the implementation of a program designed to attract industries to locate within the County as well as to promote expansion of existing industries. This is accomplished by developing data on such industries, prospective sites, and other pertinent data and through personal visits, sales letters, exhibits, the media to accomplish these aims. The Office of Economic Development functions as part of the County Executive's Office and involves liaison with the Westchester County Industrial Development Agency. Responsibility includes preliminary analysis of proposed projects and preliminary negotiation for proposed tax exempt bonding plan. Supervision may be a responsibility of this position.

EXAMPLES OF WORK: (Illustrative Only)

Develops advertising and public relations materials to be used in the sales promotion of Westchester County via radio, television, newspaper articles, advertisements, and booklets, and arranges for the distribution of such materials;

Develops list of prospects interested in relocation in Westchester County using referrals, published sources, attendance at trade shows, etc.;

Conducts surveys by phone, mailings or direct contacts, of firms potentially interested in moving or expanding in Westchester County, and provides pertinent information as to advantages of location in the County;

Disseminates information as to desirable locations, availability of land, tax structure, labor, utilities, transportation, financing including tax exempt (industrial revenue bonds), and any other community resources information needed to make such a move or expansion;

Contacts and confers with local government officials within the County to seek their assistance in promoting their jurisdiction for business location;

Confers with County Executive and his staff on all aspects of the County Economic Development Program to keep them abreast of new developments and issues;

Contacts, confers and maintains cooperative relationship with chamber of commerce(s), utilities, banks, real estate brokers, site selector firms to monitor and keep up on the status of economic development in the County;

Establishes liaison with foreign banks, commerce groups and trading companies in order to influence foreign investors to locate in the County;

Advises potential applicants for tax exempt financing (industrial revenue bonds) under the auspices of the Westchester County Industrial Development Agency (WCIDA) on guidelines under the act;

EXAMPLES OF WORK: (Illustrative Only) (Cont'd.)

Establishes liaison with WCIDA components namely: WCIDA Board, interested corporations, Bond Counsel, banking interests, and municipal officials;

Assists potential users of WCIDA financing in the preparation of an application for submission to the Board's Counsel and the WCIDA Board for appropriate action;

Prepares and delivers tax inducement resolutions for action by the WCIDA Board on approved tax exempt financing;

Speaks and makes presentations before various civic groups as to functions of the Office as well as the WCIDA;

Establishes liaison with the media on Economic Development functions and actions related thereto;

May supervise a small number of professional and clerical staff.

REQUIRED KNOWLEDGE, SKILLS, ABILITIES AND ATTRIBUTES: Thorough knowledge of the methods and techniques used in promotional and public relations activities; thorough knowledge of the basic principles and procedures of the media; good knowledge of the principles, practices and techniques involved in commercial and industrial site selection practices, assessment and financing; good knowledge of business and economic conditions of the metropolitan New York area and in Westchester County, in particular; ability to write advertising, press releases, articles and promotional materials; ability to express ideas clearly and concisely; ability to establish and enhance rapport with business, industrial and local government representatives; ability to relate to the press and place articles with the media; ingenuity; tact; courtesy; thoroughness; social compatibility; good judgment; physical condition commensurate with the requirements of the position.

MINIMUM ACCEPTABLE TRAINING AND EXPERIENCE: Graduation from a recognized college or university with a Bachelor's Degree* either: (a) five years of experience in sales management, chamber of commerce work or related civic activities, real estate, public relations, advertising, economics, economic research, marketing, public relations or planning; or (b) satisfactory completion of 30 credits toward a Master's Degree* may be substituted for each year of the above stated required experience.

*SPECIAL NOTE: Education beyond the secondary level must be from an institution recognized or accredited by the Board of Regents of the New York State Department of Education as a post-secondary, degree-granting institution.