

## CITY OF RAMSEY POSITION ANALYSIS

**POSITION TITLE:** Economic Development/Marketing Manager

**DEPARTMENT:** Community Development

**POSITION TITLE OF IMMEDIATE SUPERVISOR:** Deputy City Administrator/  
Director of Community Development

**FLSA STATUS:** Exempt

---

### **PRIMARY OBJECTIVE OF POSITION:**

This position manages all aspects of the City's economic development and redevelopment activities by designing and implementing economic development plans, programs, marketing and services for both commercial and industrial businesses via a variety of complex and routine professional, technical and administrative functions.

---

### **RESPONSIBILITIES:**

- A) Economic Development Authority (EDA) Manager**
- B) Economic Development & Marketing Events**
- C) Business Retention and Relationship Management**
- D) TIF and Job Creation Reporting/Tracking**
- E) Right of Way Acquisition Program Management (Met Council RALF Program)**
- F) Communications and General Information**
- G) Perform a wide range of other tasks (within the ability and resources of the Economic Development/Marketing Manager) at the verbal or written direction of the Deputy City Administrator/Community Development Director**

### **TASKS RELATED TO RESPONSIBILITIES:**

- A) Economic Development Authority (EDA) Manager**
  - Manage all business of the EDA to include the following:
  - Provide professional and technical advice and support the work of the EDA
  - Prepare monthly EDA agendas & cases, and follow-up on direction given
  - Administer EDA Website and update listings as brokers provide new information, verify listings periodically, update MNPRO site and listing information as needed
  - Develop annual work plan and goals
  - Perform cash flow analysis for prospective businesses locating in the City
  - Work with Economic Development Consultant on business contracts and prepare business relocation proposals for businesses including use of financial assistance and other incentives
  - Plan and coordinate various annual community EDA events and act on initiatives established

- Review of blighted properties for possible purchase from willing sellers for redevelopment
- Develop strategies for working with other appropriate commissions and task forces

**B) Economic Development & Marketing Events**

- Coordinate ongoing COR (downtown development) Marketing and meetings with potential developers, retailers, and office users for sites in the COR as a part of the Development Management Team
- Coordinate economic development marketing and promotional activities aimed at attracting new development and investments
- Prepare business update article for the Chamber (twice annually)
- Write Business Spotlight articles by selecting a business, interviewing the business owners and promoting the business in the Ramsey Resident newsletter.
- Coordinate Business Spotlight for QCTV airing with video visits to a selected Ramsey business
- Provide business knowledge of available public and private business financing resources including local bank financing, small business administration loan programs, state assistance, and other funding sources
- Develop short and long range economic development and redevelopment plans
- Coordinate Business Expo (Annually in the Spring)
- Coordinate Business Appreciation Day (Annually the third Tuesday in August)
- Coordinate Business Networking Meeting (Annually in the Fall)
- Coordinate activities with other departments, agencies, local groups and others as needed

**C) Business Retention and Relationship Management**

- Develop and maintain Business Expansion and Retention Program via regular contact with business owners while possessing the background knowledge and understanding of each business in order to demonstrate a sincere appreciation for the business
- Develop and/or revise and manage economic development incentive programs for recruitment, expansion, and retention of industry and commerce projects
- Manage established and emerging projects
- Coordinate infrastructure needs for economic development projects and manage financing of improvement phase of project
- Identify methods to assistance local businesses remain solvent, identify opportunities to partner or collaborate and provide analysis for business expansion
- Develop retention tools, programs, strategies, and financing to retain and expand current businesses and develop, grow, and attract new businesses to the City
- Attend local business networking meetings to provide updates on development and opportunities in the city
- Negotiate and implement development agreements for new and redevelopment projects including coordination of business subsidy requirements, property acquisition, relocation efforts, site preparation, and related actions.
- Negotiate and secure property purchases for the purposes of economic development and redevelopment, including coordinating and representing the

City at real estate closings.

**D) TIF and Job Creation Reporting/Tracking**

- Prepare annual TIF reporting of expenditures for previous year and complete compliance requirements for all TIF districts
- Coordinate and complete annual business subsidy reports to the State of Minnesota
- Create and implement new COR TIF District and manage resources for districts set to decertify in next five years
- Manage escrow accounts for past industrial projects
- Prepare MBAF reporting (due annually April 1) on job creation from subsidies awarded

**E) Right of Way Acquisition Program Management (Met Council RALF Program**

- Coordinate appraisal process on RALF projects
- Oversee Property Management of RALF properties
- Manage lease agreements and marketing activities, as well as maintain property files
- Develop and maintain a comprehensive inventory database of available buildings, land, and sites in the community for economic development purposes

**F) Communications and General Information**

- Respond to requests for information for economic development or redevelopment purposes by preparing data sheets, coordinates site plans, GIS maps
- Respond to citizen inquiries about local economic development activities and opportunities
- Respond to general inquiries such as answering property tax related questions and running tax and TIF estimates for industrial projects
- Prepare and maintain information on utilities, taxes, zoning, transportation, community services, financing tools, etc.
- Monitor local, state and federal legislation and regulations relating to economic development
- Utilize Starlite System through Anoka County to obtain property information
- Update and verify Current Business List to serve as a contact list for the Business Expo and the Business Appreciation day event
- Develop and research economic development trends and present recommendations to the City Administrator, EDA, and the City Council
- Prepare and present cases for projects to City Council as needed
- Gather, interpret, and prepare data for studies, reports and recommendations
- Assist in the application and submission of grants and other outside funding opportunities to further the economic development goals of the City

**G. Perform a wide range of other tasks (within the ability and resources of the Economic Development/Marketing Manager) at the verbal or written direction of the Deputy City Administrator/Community Development Director.**

## **KNOWLEDGE, SKILLS AND ABILITIES**

- (A) Knowledge of business retention programs and economic development and redevelopment principles
- (B) Knowledge of municipal zoning and infrastructure and planning programs and processes
- (C) Knowledge of public relations and marketing programs/initiatives related to economic development
- (D) Considerable knowledge of tax increment financing law and TIF district administration and the Minnesota property tax system
- (E) Ability to communicate effectively orally and in writing with architects, contractors, developers, owners, supervisors, employees, EDA, City Council, and the general public
- (F) Ability to establish effective working relationships
- (G) Ability to perform work and manage projects in a timely and thorough manner
- (H) Ability to demonstrate initiative and excellent problem solving skills
- (I) Ability to effectively handle a wide variety of city projects and problems in an effective and professional manner
- (J) Ability to maintain a positive image of the city through effective handling of problems and sound coordination of multi-department programs
- (K) Ability to anticipate communication needs of public, Council and staff and effectively act to meet those needs
- (L) Skill in the operation of job-related equipment
- (M) Ability to develop a project management schedule for carrying out assigned tasks and meet the schedule in a timely manner.

## **MINIMUM QUALIFICATIONS**

- At least 18 years of age
- Bachelor's degree in Urban Planning, Land Use Planning, Marketing, Public Administration, or a closely related field
- Progressively responsible project management experience
- Municipal planning/development experience
- Five years professional experience in the private/public sector with leading/managing development and marketing initiatives within a community or a experience relating to economic development
- Proficiency using computers – word processing, spreadsheet programs, GIS
- Excellent written and verbal communication skills
- Valid unrestricted class D state driver's license with a good driving record

## **DESIRABLE QUALIFICATIONS**

- Private sector development experience
- Masters degree in Urban Planning or closely related field
- National Development Council-Economic Dev. Finance Professional Certification
- Two years supervisory experience

	Very Important (Mandatory - you must do it to perform job)	Important (Usually required for the job but not mandatory)	Slightly Important (Sometimes needed to perform job)	Not Important (Do not need it to perform job)
<b>Physical Activities:</b>				
1. Standing	X			
2. Sitting	X			
3. Walking			X	
4. Lifting			X	
5. Pushing/Pulling			X	
6. Carrying			X	
7. Climbing				X
8. Kneeling (bending leg at knee and resting on knee)				X
9. Crawling (moving about on hands and knees)				X
10. Crouching (bending at knees)			X	
11. Bending at waist			X	
12. Reaching (extending hands and arms in any direction)		X		
13. Handling objects (grasping, turning or otherwise using hands or hand)	X			
14. Repetitive hand motion	X			
15. Use of arm muscles over extended periods			X	
16. Use of leg muscles over extended periods			X	

