

Economic Development Director – Job Description

Manistee Area Chamber of Commerce

The Economic Development Director performs economic development and support work to retain and broaden Manistee's economic base including data collection, presentation and trend analyses.

Duties and Responsibilities

- Direct and lead business recruitment, retention and expansion efforts to create jobs and attract capital investment to the region.
- Works closely with the Manistee Area Chamber of Commerce, City of Manistee, County of Manistee, Manistee Downtown Development Authority (DDA), Michigan Economic Development Corporation (MEDC), Michigan Works!, Michigan Small Business Development Centers, Manistee County Visitors Bureau, Manistee County Community Foundation, West Shore Community College and other strategic partners to support and promote the community to various business clients.
- Develop, engage and advance an active network of partners, allies, corporate executives, real estate brokers and site consultants to positively affect results.
- Prepares reports on economic development and redevelopment activities for administration, advisory boards, and City Council and the County of Manistee; creates and makes presentations to these groups as assigned.
- Influences and builds relationships with prospects, consultants, company decision makers, and media information sources; establishes and strengthens relationships with local businesses.
- Coordination of site visits, events and initiatives which include regional allies, elected officials, business leadership and educational institutions, as examples, to create and develop opportunities.
- Assists potential new business in site selection; assists existing business with expansion or relocation; shows property and arranges meetings; researches property availability and maintains contacts for available property.
- Identify potential entrepreneurship training opportunities.
- Generates complex queries in existing databases and researches lists of existing and prospective businesses for the purposes of attraction, retention efforts and lead generation.
- Updates, designs, and edits a variety of promotional/marketing materials for the purposes of business attraction and retention; develops and maintains files, records, databases, listings, and other reference materials used to recruit and retain businesses, including business trends, demographic profiles and related materials.
- Conducts statistical and analytical research on economic and development issues and identify information needed to conduct studies from varying sources including but not limited to databases, field investigations, publications, government reports and records, department files and personal interviews; analyze data pertaining to development, land use, demographic conditions, and future projections; identifies trends and/or develops projections; prepares research reports and present information as requested.
- Respond to requests for information from business prospects, clients and residents.
- Other duties as assigned.

Knowledge of:

Principles, procedures and strategies of economic development in a government environment, demographic economic trends, and forecasting.

Public and private financing options, grant accounting and related business issues.

Political, social and economic implications of economic development.

Marketing and research methods, principles and procedures.

Project management / administration.

Customer service principles.

Computer software and applications related to database development and maintenance a plus.

Skills required:

Establish and maintain effective working relationships with business owners, executives and representatives, government officials, contractors, community leaders and organizations, department heads and employees of the City and County of Manistee.

Proficiency in G Suite preferred. Microsoft Office Suite, including Word, Excel, PowerPoint and Outlook.

Planning, organizing, preparing, presenting and defending reports and studies.

Writing, editing, designing and coordinating marketing content for websites, social media, blogs, newsletters, email campaigns, brochures and briefing materials.

Problem solving and decision making.

Research, analysis, and the preparation of recommendations to management.

Communicate effectively in oral and written forms, including consensus building.

Ability to:

Build consensus with a variety of stakeholders.

Follow through and with proven ability to complete projects and tasks.

Relate to individuals within a variety of industries and levels.

Exchange or convey information and to receive work direction.

Handle situations and customer interactions with discretion and tact.

Analyze situations accurately and make correct recommendations independently.

Work on several projects or issues simultaneously.

Work independently or in a team environment as needed.

Desirable Education and Experience:

The Economic Development Director position requires a Bachelor's Degree from an accredited college or university with major course work in urban planning, economic development, marketing, public or business administration, finance, or a related field. Three (3) years of progressively responsible experience in economic development, marketing, business attraction and/or development research, community development planning, or a related field. Experience in marketing, graphic design, social media, brand development, and promotional material creation.

Any equivalent combination of education, training, and experience, which provides the requisite knowledge, skills, and abilities for this job, may be substituted for evaluation at the discretion of Chamber management.

Work Environment

The Manistee Area Chamber of Commerce offers an office setting. The role of the Economic Development Director requires site visitations which may include office, factory, store, agriculture, hospitality and construction environments. This position requires regular driving of automotive vehicles and non-traditional hours such as evenings.

It is preferred that the incumbent lives in Manistee County.

Physical Demand

This role may require significant walking and/or standing and accessing sites that are unlevelled. This position may require lifting up to 20 pounds. Driving and long periods of sitting. Manual dexterity and skillful use of a computer keyboard. Physical exertion may include bending, pushing, standing and walking.