

## **CITY OF RAVENNA JOB DESCRIPTION**

**Job Description Title:     Director of Community and Business Relations**  
**Working Title:             Economic Development Director**

### **RESPONSIBILITY**

Under the general supervision of the Mayor, the Director of Community and Business Relations (CBR Director) primary responsibility is to grow the economic base and vitality of the City of Ravenna, retain existing businesses, attract new businesses, and develop tools and strategies with the City and community partners to serve and attract a varied commercial base and sustainable employment opportunities to the City. The CBR Director must be able to work independently, strategically, and with great individual initiative. The CBR Director must be mindful of both the private sector business needs in concert with the challenges of the public sector. The CBR Director must be able to think strategically, develop goals, set timelines and milestones, and meet deliverables. The position functions daily as the main Economic Development contact person for the City and the Mayor.

### **TYPICAL TASKS (Illustrative only)**

Responsible for administering such economic incentives such as the Enterprise Zone Tax Abatement programs and assists with the implementation of the City's various business loan programs. Provides assistance to persons interested in the City's various tax abatement and business loan programs. Provides staff support and assistance to the related boards and agencies providing assistance to the City in the implementation of these programs, assists in the closing and post loan administration of these loan programs.

Oversees the City's administrative responsibilities related to Joint Economic Development Districts. Coordinates with state, federal and regional sources to assist in business expansion and entrepreneurial development as the City's point of contact.

Serves as Mayor's office representative on a variety of boards and committees. Attends and participates in professional group meetings. Conducts forums and surveys of the business community to assist in formulation of the City's economic strategy

Generates favorable print and media coverage, raising awareness of the City as a desirable place for business. Responsible for the creation and production of marketing materials and web based applications which detail economic development opportunities within the City. Meets with developers, contractors, and business representatives to discuss new construction projects or plans for expansion. Monitors progress of development projects through on-site visits and frequent contact with business representatives.

Responsible for writing proposals, reviewing applications and completing grant applications and performance of responsible professional and administrative work in researching, identifying, developing and responding to public and private grant opportunities.

Maintains contacts with realtors, developers, local financial institutions in order to share and exchange information on properties available for occupancy, new construction or redevelopment. Maintains databases and records related to such properties.

Conducts public and corporate outreach and public relations efforts in order to further the City's economic development strategies. Coordinates the preparation of development and redevelopment plans. Collects and disseminates information concerning local codes, development fees and economic incentives.

Prepares studies which assess the fiscal impact of major development projects within the City. Evaluates the relative cost and benefit of such projects to the community.

Coordinates business retention efforts through phone contacts and site visitations. Coordinates efforts by the City to resolve problems facing existing businesses within the City so as to retain such businesses whenever possible.

### **Mayor and City Coordination**

Provides reports to the Mayor's office on the progress of major projects, division goals and objectives. Reports monthly to the City Council. Provides technical advice and assistance to the Mayor, Council and businesses in matters related to a wide variety of economic development activities and programs;

### **WORKING CONDITIONS**

The working environment of the CBR Director involves exposure to conditions generally found in an office setting. CBR Director works with office equipment, such as computer hardware and software applications, telephone, tape recorder, fax machine, copy machine, appliances and two-way radio. Within the office setting, the CBR Director will move, lift, and/or retrieve items of standard office use up to 25 pounds. The CBR Director travels as required, works out of doors on occasion, and may be required to work evening and/or weekend hours in addition to a regular 40 hour work week.

### **SPECIAL REQUIREMENTS**

The Community and Business Relations Director must be in possession of a valid State of Ohio driver's license; must have good driving record at the time of hire and be able to maintain such good record at all times in compliance with the City's Motor Vehicle Safety and Usage Policy.

### **NECESSARY KNOWLEDGE, SKILLS, AND ABILITIES**

Knowledge of economic development and business concepts and practice, knowledge of zoning codes and subdivision regulations; knowledge of the planning process including comprehensive planning; knowledge of municipal government; knowledge of requirements pertaining to federal and local grant program administration; a basic understanding of loan application review procedures, the preparation and interpretation of financial proformas, business plans and financial reports including balance sheets and profit and loss statements; ability to present written and oral reports; ability to make graphic presentations; ability to read

maps, tax maps, and development plans; ability to organize and research planning data; knowledge and a basic understanding of such computer software programs as Microsoft Access, Excel, Windows and Word, plus an understanding of the IBM PC type hardware.

**NECESSARY EDUCATION, TRAINING AND EXPERIENCE**

Master's degree in Urban Studies, Planning, Public Administration or Business Administration and three years' experience in municipal economic development preferred; a related post graduate degree and five years experience in municipal economic development or private sector economic development may also be considered.

**Salary**

\$51,300 - \$65,600

DRAFT

**CITY OF RAVENNA  
ESSENTIAL FUNCTIONS  
Director of Community and Business Relations**

1. Facilitates efforts to assist economic growth and redevelopment within the City.
2. Administers economic incentive programs such as the Enterprise Zone Tax Abatement programs and assists with the City's various business loan programs.
3. Establishes and maintains contacts with realtors, developers, local financial institutions and other local entities in order to share and exchange information on properties available for occupancy, new construction or redevelopment.
4. Conducts public and corporate outreach and public relations efforts; prepares studies and provides cost/benefit analysis with respect to the fiscal impact of major development projects within the City.
5. Coordinates business retention efforts through phone contacts, site visitations, and problem solving assistance to encourage retention of local businesses.
6. Maintains database and records related to economic development projects by utilizing software programs and IBM compatible computer.
7. Exercises considerable independent judgment when performing duties and while promoting the City in a positive manner.

**The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.**

**The job description does not constitute an employment contract and is subject to change as the needs of the employer and requirements of the job change.**

**The City of Ravenna does not unlawfully discriminate on the basis of race, color, national origin, sex, religion, veteran status, age or disability in employment.**