

ECONOMIC DEVELOPMENT DIRECTOR (Part Time)

March 24, 2014

JOB SUMMARY

Responsible for the planning, management, and coordination of economic development activities in the Town.

SUPERVISION RECEIVED

The position reports to the Town Administrator and will work closely with the Administrator and the Economic Development Committee.

Works under the supervision of the Town Administrator and will be assigned to work closely with the Economic Development Committee. Duties are performed independently in close collaboration with the Town Administrator and the Economic Development Committee using own technical judgment in support of Town goals.

SUPERVISION EXERCISED

None.

EXAMPLES OF DUTIES

(The listed examples are illustrative only and may not include all duties found in this position.)

The Town of Durham is looking for opportunities to increase its non-residential tax base, expand its economic identity and value proposition, and support a more vibrant downtown in a manner consistent with the Town's values and zoning.

Durham is a well-educated residential community with a large graduate and undergraduate student population. Its proximity to UNH and other Seacoast commercial activity puts Durham into a unique position to recruit and support successful commercial endeavors in technology, healthcare, and other professional services, and to expand and diversify its retail opportunities identified in a recent Market Analysis.

The Town previously decided to focus resources on Economic Development through the Director of Planning and Community Development. Due to increasing demands on Town planning functions and the limited capacity of current Town staff to develop and execute a comprehensive economic development strategy, Durham seeks to retain a part-time Economic Development Director or contractor in early 2014.

The Economic Development Director will:

- Proactively recruit new businesses, support existing businesses, and encourage strategic development and redevelopment.
- Provide information about benefits for incoming businesses and existing business expansion.
- Prioritize key economic development initiatives consistent with the Master Plan and Economic Development Committee and Town Council goals, and work tenaciously to bring them to fruition.
- Support the Town Administrator and staff, Town Council, and town committees to integrate and align economic development efforts with other Town priorities.

The Economic Development Director will work closely with the Town Administrator, Director of Planning, Code Enforcement Officer, and the Economic Development Committee. It is noted that the Town has essentially funded this position in the past through the work of the Director of Planning and Community Development. A modest amount of incremental commercial development will continue to be necessary on an annual basis to justify the position.

Specific responsibilities will include:

1. ECONOMIC DEVELOPMENT STRATEGY

Consistent with the Master Plan, EDC goals, and Town Council goals, prioritizes key economic development initiatives and works tenaciously to bring them to fruition.

- Work with the Economic Development Committee on finalizing the Economic Development Master Plan Chapter.
- Maintain and effectuate the Town's Economic Development Plan and Marketing Strategy. Help organize and facilitate on-going comprehensive economic planning processes and procedures for current and long range needs to reach goals of the Town;
- Establish and maintain on-going relationships with key University personnel involved with commercialization. Report on University activities and programs to commercialize and license intellectual property developed at the University that are potential opportunities for Durham. Integrate this information into the Economic Development and Marketing Strategy;
- Update the Town's Market Analysis as new trends, demographics, and other data become available;
- Coordinate, plan, and educate businesses on the Town's economic development programs and policies such as RSA 79-E, Tax Increment Finance Districts, and HUB zone. Inform the Town Administrator and Economic Development Committee on the success of the programs. Identify changes to improve their use and success;
- Identify and apply for appropriate Economic Development grants that are available from private institutions, the State of New Hampshire, and the Federal Government.

2. BUSINESS OUTREACH AND SUPPORT Proactively recruit new businesses, support existing businesses, and encourage strategic redevelopment and development of property in appropriately zoned areas.

Existing Businesses:

- Develop and maintain positive relationships;
- Maintain communications to resolve business issues as they arise;
- Direct businesses to appropriate resources such as but not limited to the NH Small Business Development Center;
- Provide support for achieving town initiatives and programs;

Engage with local business associations and groups.

New Businesses:

- Develop and nurture professional working relationships with business owners and managers, real estate developers, commercial realtors, and other local and regional entities, and encourage them to locate or expand business in the Town;
- Attend business, professional, and association meetings and conferences to promote and raise awareness about Durham;
- Be the primary interface to business and developers making inquiries about Durham or the region;
- Maintain an Economic Development Page web site;
- Serve as the Town's representative to Federal, State, County, and local committees/associations impacting Economic Development and business relationships.

3. TOWN SUPPORT & ALIGNMENT

Support the Town Administrator, Town Council, and other staff and committees to align and integrate economic development efforts with other Town priorities.

- Assess impact of Town and zoning ordinances on economic development; identify ordinance alternatives for converting policy ideas into action plans affecting Town developments, expansion, transportation, and related programs;
- Provide reports and oral presentations as required. Work with the Town Administrator, Town Council, Economic Development Committee, Planning Board, Zoning Board of Adjustment and Town Planning staff to provide technical insight and recommendations related to planning, zoning, public infrastructure including parking, and ordinances affecting economic development;
- Prepare and manage annual Economic Development budget, and monitor expenditures for economic development by Town government.
- Assist with and attend public meetings of the Economic Development Committee, providing expertise and explanations of policy and project options, and educate the EDC and public through presentations and discussions.

KNOWLEDGE, ABILITY, AND SKILLS REQUIRED

- Extensive knowledge of the principles and techniques of successful economic development activities.
- Knowledge of municipal and state laws, rules and regulations that apply to economic development work.
- Knowledge of the local and regional real estate market.
- Ability to apply economic development and smart growth planning principles to resolve problems.
- Ability to establish and maintain professional relationships within the NH business, real estate, regional planning, and economic development spheres to successfully identify and act upon potential economic development partnerships that could benefit the community.
- Ability to gather, assemble and analyze facts, draw conclusions, and devise techniques suitable for quality economic development to flourish in Durham that is consistent with community values.
- Ability to prepare and deliver quality oral and written reports relative to economic development matters.
- Ability to work with others and develop consensus to address common challenges.
- Ability to establish and maintain effective working relationships with municipal departments, officials, employees, outside organizations, and the general public.
- Ability to attend early morning or evening meetings.
- Knowledge of computer programs that relate to word processing, spreadsheets, presentations, etc.

MINIMUM QUALIFICATIONS REQUIRED

Bachelor's degree plus experience in economic development and experience in either real estate, business development and planning. Track record in Economic Development preferred; experience in municipal government a strong plus; or any equivalent combination of education and experience which demonstrates possession of the required knowledge, skills and abilities.

License/Certification Requirements: None

Other Considerations: Hourly, part-time position. Position may be contracted out.