



CITY OF URBANA
Human Resources Division

ECONOMIC DEVELOPMENT COORDINATOR

JOB DESCRIPTION

Department: Community Development Services	Division: Economic Development
Work Location: Urbana City Hall Building	Percent Time: 100%
Job Type: Civil Service	FLSA Status: Non-Exempt
Reports To: Economic Development Supervisor	Union: Non-Union

JOB SUMMARY

This position is characterized by the responsibility for understanding and advancing all activities and programs within the Economic Development Division administration and to assist and support business growth, while establishing and utilizing positive, harmonious and effective working relationships. The ability to recognize and nurture the organic relationships between and among the business community, institutions, and creative industries in Urbana is necessary to be effective in this role. Responsibilities include research, analysis, database management, preparation of reports, and support of the following economic development programs and projects: Downtown Strategic Plan, economic development elements of Comprehensive Plan, grant programs, and community promotions.

This position may be assigned to focus on one of two areas: Business Support or Program Administration. The additional responsibilities for the position focusing on Business Support include: business attraction and retention, ~~establish and track CDAP goals,~~ and commercial & industrial real estate site searches.

The additional responsibilities for the position focusing on Program Administration include: tax increment financing redevelopment plans, redevelopment incentive programs, redevelopment proposals and agreements, and enterprise zone. The successful candidate may also serve as primary staff to the Joint Review Board for Tax Increment Financing, Enterprise Zone Advisory Board and similar bodies.

Class Characteristics

This is a higher-level class in the professional economic development series. Positions in this class may be filled by advancement from the lower class of Economic Development Specialist, or when filled from the outside, require prior relevant professional work experience. Work involves responsibility for the application of professional knowledge and

skills to various municipal planning problems and projects. Work in this class is distinguished from that of the ED Specialist by the greater complexity of the assignments received and by the greater independence with which the incumbent is expected to operate.

ESSENTIAL FUNCTIONS

- Actively supports and upholds the City's mission and values.
- Assists the Economic Development Supervisor in promoting private investment and coordinating projects.
- Communicates with and makes presentations to diverse groups and individuals, adapting all aspects of the presentation appropriately to the audience. Provides written and visual materials that are easily understood by the intended audience or reader.
- Coordinates with the Champaign County Economic Development Corporation, [Urbana Business Association](#), Champaign County Chamber of Commerce, Visit Champaign County, Champaign County Black Chamber of Commerce, and other business groups for the purposes of promoting economic development in the community [and priority areas including downtown](#).
- Contributes content and assists in maintaining the Economic Development Division's portion of the City's website and stand-alone sites.
- Prepares and submits reports to other departments, State of Illinois, and Champaign County, as required.
- Leads and facilitates and/or serves on project teams, as required. Works across departmental lines in an engaged and productive manner to support alignment and effectiveness of limited resources.
- Assists the Economic Development Division in various tasks and duties.
- Performs other related duties as assigned.
- If assigned to focus on Business Support:
 - Responds to new and existing business inquiries and assists in business development efforts. Proactively establishes and maintains relationships with managers, employees, elected officials, the general public, business representatives, and other officials on matters related to economic development.
 - Stays current about commercial and industrial buildings and sites available for development.
 - Serves as liaison between City and businesses.
 - Assists with processing applications for financial assistance under the City's Redevelopment Incentive and Grant Programs.
 - Coordinates marketing of Urbana businesses, the downtown, and other shopping districts.
 - Attends events and meetings as necessary, acting as an ambassador for the City and Urbana business community.

- - Coordinate ribbon cuttings for businesses.
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 - Encourages and supports business participation in public engagement efforts, such as the Comprehensive Plan.
 - Collaborates with other programs to engage businesses.
 - Assists in the design and implementation of an economic development program to attract and support new and expanding micro, small, and minority-owned businesses to the City and/or supports entrepreneurial programming, incubation and accelerator efforts of others.
 - Assists in the development and tracking of CDAP contractors and goals
- If assigned to focus on Program Administration:
 - Administers the City's Tax Increment Financing (TIF) Districts, including coordination with other taxing bodies, preparation of annual and quarterly reports, and other duties as necessary.
 - Serves as primary staff to the City's TIF Joint Review Board and the Enterprise Zone Advisory Board or other similar bodies.
 - Prepares requests for proposals for consultants and developers.
 - Assists in the coordination of Enterprise Zone programs.
 - Processes applications for financial assistance under the City's Redevelopment Incentive and Grant Programs.

JOB REQUIREMENTS

Education & Experience

Any combination of education and experience that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

- A bachelor's degree in economics, urban planning, public or business administration, finance, or a closely related field; and
- Two (2) years of experience working for a public or private agency with a primary focus on economic development, redevelopment, urban planning, commercial real estate, marketing, or public administration affecting the community; OR
- Four (4) years of experience in a field dependent on building and maintaining high quality business relationships (e.g., business development, promotion, independent consulting, etc.) with evidence of the ability to perform quantitative and administrative tasks.
- If assigned to focus on Program Administration: Experience with Tax Increment Financing, Enterprise Zones, and other economic development incentive programs.

- **Substitution:** A master's degree may substitute for one year of the required experience.

Note: The word "experience" referenced in the minimum qualifications means full-time paid experience; part-time experience including internships may be accumulated and pro-rated to meet the total experience requirements.

Knowledge of

- Basic urban planning, zoning and development principles.
- Basic finance or accounting skills.
- Basic real estate and finance.
- If assigned to focus on Program Administration: Redevelopment planning and tax increment financing techniques and analysis.

Skills

- Principles and techniques of customer service. skills
- Exceptional organizational skills, including managing work flow and juggling priorities.
- Outstanding communication skills, particularly the ability to communicate clearly and concisely, both verbally, and in writing, to a wide variety of audiences.
- Proficiency with Microsoft Office products.
- Researching, compiling, and summarizing a variety of informational and statistical data and materials.
- Correct English usage, including spelling, grammar, punctuation and vocabulary.

Ability to

- Establish and maintain effective working relationships with others and manage conflicts appropriately.
- Prepare reports and proposals and make effective presentations orally and in writing.
- Function in a fast-paced environment.
- Represent the City of Urbana in a professional and courteous manner.
- Professionally and effectively conduct public meetings.
- Work with confidential information.
- Manage multiple complex projects concurrently and accommodate changing priorities.
- Gain a thorough understanding of the strategic assets of the City of Urbana that makes it unique to prospective clients.
- Work with diverse co-workers, managers, business representatives, and community members.
- Safely operate City vehicles.

Licenses, Certifications and Memberships Required

- Must possess or obtain a valid State of Illinois driver's license within 15 days of employment.

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Preferred Qualifications

- Knowledge of central business district redevelopment, especially previous experience in managing a downtown revitalization project or business or business organization
- Municipal government experience.
- Basic knowledge of Geographic information systems for mapping and graphic purposes.
- Certification by ~~the National Development Council~~ Grow America as an Economic Development Finance Professional, the American Institute of Certified Planners (AICP) or the International Economic Development Council as a Certified Economic Developer (CEcD) or the Community Development Institute as a Professional and Community Development (PCED).

Job Dimensions

- Work at this level requires specific professional skills and/or skills in managing a wide variety of complex processes beyond those of the Economic Development Specialist because the levels of independent judgment and process complexity require more breadth and/or depth of skills to perform the complex processes required by the job, and higher levels of difficulty or responsibility are involved. Examples include advanced skill in administering programs, processes, or services with limited supervision; skill in utilizing an in-depth knowledge of applicable City, state, or federal regulations affecting programs or processes administered by the incumbent; and the ability to manage projects or programs or handle day-to-day administrative responsibilities independently.
- Interactions with others tend to be somewhat unstructured. The purpose may be to influence or motivate others, to obtain information or to control situations and resolve problems. Interactions may be with individuals or groups of co-workers, students or the general public, may be moderately unstructured, and may involve persons who hold differing goals and objectives. Individuals at this level often act as a liaison between groups with a focus on solving particular unstructured problems. Interactions at this level require considerable interpersonal skill and the ability to resolve conflict.

Level and complexity of supervision exercised

- This position is not responsible for supervising any staff positions.

Security Level

- Level MVR: essential functions require frequent use of City vehicles.

Physical Demands and Working Conditions

Economic Development Coordinator

City of Urbana

- Work typically occurs in a standard office setting. Normal work schedule is from 8:00 am to 5:00 pm Monday through Friday. ~~however, a hybrid schedule may be implemented depending on needs of City.~~ Must also be available for meetings and special events occurring beyond standard business hours as required.
- Contacts: Daily contact occurs with City staff, businesses, and members of the public. Occasional contact will occur with City Council and various board and commission members.

The work environment characteristics described herein are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

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 agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Class Specification History:

- General revision: 12/27/2023
- General revision: 6/26/2019
- Job title changed and reclassification of pay grade: 8/28/2013.
- General revision: 6/30/2011.

For HR/Finance Use

Job Class Code 2174	Pay Grade 38 <u>107</u>
EEO Category 2-Professional	