

## ECONOMIC DEVELOPMENT DIRECTOR

### DEFINITION

Under direction of the County Administrative Officer, the Economic Development Director is responsible for the professional planning, organization and implementation of the county's economic development functions from conception to completion, including proactive business retention, attraction, and expansion strategies, development of tourism, fisheries and film sectors, long-range planning, as well as interfacing with the development community, local businesses, agencies, and other county departments to build a thriving, diversified local economy.

#### **Responsibilities include but are not limited to:**

- Day-to-day oversight, leadership, direction and implementation of the county's Economic Development Program including business recruitment and retention initiatives, tourism marketing for the county as a whole, fisheries management, and promotion and support of film production – as well as short- and long-term strategic goals and related funding;
- Facilitating the effective functioning and interaction of the Mono County Board of Supervisors and Board-appointed Mono County Economic Development, Tourism and Film Commission;
- Oversight, direction and implementation of effective branding and marketing of the Mono County tourism and business retention/attraction initiatives;
- Identifying workforce skill needs of the business community and work with educational institutions to develop and provide the appropriate training and/or academic programs;
- Ensuring full optimization of tourism/economic development marketing plans, including the tourism, film, and economic development websites, social media communications, public relations strategies, print materials, and multi-media advertising and resources;
- Research and develop familiarization tours for media and travel trade professionals, oversee trade show strategies, and optimize promotion of Mono County in travel-related and business media;
- Represent the county's economic development efforts with local community groups, chambers of commerce, agencies, stakeholders and tourism partners, and develop collaborative programs;
- Research, development and coordination of Mono County efforts in securing grants;
- Training, motivating and coaching department staff;
- Other projects and duties as assigned

### DISTINGUISHING CHARACTERISTICS

This is a single-position Economic Development Director classification which is responsible for the development, oversight and administration of the county's Economic Development strategic initiatives and budget, grant development and procurement, tourism marketing, film commission support, and specific public information functions. The position provides guidance, supervision, and training for assigned staff, as well as performs the most complex analytical support work for the county Economic Development, Tourism and Film Commission.

## **REPORTS TO**

County Administrative Officer

## **CLASSIFICATIONS SUPERVISED**

Provides supervision and work coordination for the Economic Development Manager, Film Commissioner, Coordinator, interns and volunteers.

## **EXAMPLES OF IMPORTANT AND ESSENTIAL DUTIES** *(The following is used as a partial description and is not restrictive as to duties required.)*

- Plans, organizes, and oversees the County's economic development, grant development, and marketing outreach as they relate to Fish and Wildlife, Tourism, Filming, and business retention/attraction initiatives
- Prepares and presents annual budget and strategic plans
- Provides direction, training, and work coordination for department staff, interns and volunteers;
- Serves as the Chief Staff person for Board-appointed Mono County Economic Development, Tourism & Film Commission (EDTFC); ensures positive and effective relationship between Board of Supervisors and EDTFC
- Develops and oversees strategic plans and budget; three websites, social media communication plans, public relations strategies, print materials, and multi-media advertising and promotional resources for Tourism, Filming, Fisheries and Economic Development
- Tracks, analyses and reports results of programs and initiatives
- Develops comprehensive trade show and outreach program analysis
- Establishes source market focus for tourism marketing and sales programs
- Establishes and maintains on-going relationships with the tourism trade, local community groups, commissions, chambers of commerce, local business owners, agencies, and works with local citizens and organizations to develop opportunities for cooperative programs
- Oversight of information tracking, budgeting, and reporting systems;
- Represents the county at relevant civic, cultural and community functions and serves on boards and associations related to areas that are critical to the county's goals and interests, (eg. CalTravel, High Sierra Visitors Council, and Film Liaisons of California Statewide, etc.)
- Proactively pursues on-going contact and follow-up program for familiarization tours, trade shows, and other tourism development and economic development events
- Creates and implements new travel products and outreach programs that support existing small business
- Establishes inventory of available commercial property and developable land
- Develops economic analysis and studies of various areas in the county;
- Makes public presentations on county economic development needs and issues;
- Analyses current economic and tourism data and trends, and reviews traditional and innovative approaches relative to business attraction and retention, tourism marketing, film production attraction, and sustainable fisheries
- Meets, confers and provides detailed information and support services to new businesses contemplating relocation or actively relocating
- Serves as a resource for the public, including the business community, local agencies and organizations, and the general public, negotiates and resolves significant and controversial issues; responds to and resolves difficult and sensitive citizen inquiries and complaints.

## **TYPICAL PHYSICAL REQUIREMENTS**

Sit for extended periods; frequently stand and walk; normal manual dexterity and eye-hand coordination; ability to lift and move objects weighing up to 45 lbs.; corrected hearing and vision to normal range; verbal communication; use of office equipment, including computer, telephone, calculator, copiers, and FAX.

## **TYPICAL WORKING CONDITIONS**

Work is performed in an office, trade show, and outdoor environments; continuous contact with other staff, agencies, organizations and the public

## **DESIRABLE QUALIFICATIONS**

### **Knowledge of:**

- Operational characteristics, services and activities of a robust economic development program, including tourism marketing, state fisheries programs, and film commission office
- Management methods/techniques to analyze programs, policies, and operational needs
- Marketing analysis and development; strategic and creative branding
- Functions, policies, and operations of the Mono County Economic Development, Tourism & Film Commission
- Methods and programs for the development of tourism, marketing, and promotion
- Economic development programs and methods
- Public information methods and technique.
- Procurement and administration of county grants, including applicable laws/regulations
- County financial policies and procedures and budget management, protocols and systems
- Project management, planning, and implementation
- Principles of financial and statistical record keeping.
- Computer systems and software applications related to economic development, grant preparation, marketing and administration
- Principles of training, team building, and work project coordination
- Film production needs and local jurisdiction permitting processes for filming
- County public lands, amenities, and infrastructure

### **Ability to:**

- Plan, organize, coordinate, and oversee the tourism development, filming, fisheries, and economic development policies and programs of the county
- Perform a variety of the most complex technical, analytical, and administrative work in the development and implementation of County tourism and economic development programs
- Provide work coordination, training, motivation, and project direction for department staff
- Assess business climate, identify challenges, resolve problems and address concerns
- Communicate clearly, accurately, and with conviction, both written and orally
- Perform a variety of the most complex technical, analytical, and administrative work in the development and implementation of county tourism/economic development programs
- Work with county Commissions, other county staff, grant funding and other agencies, and consultants in the development and administration of a variety of strategic programs
- Gather and organize data and prepare reports
- Develop and maintain tracking systems, records, and reports
- Use a computer and applicable software packages in the development and administration of assigned programs
- Effectively represent the Mono County Economic Development, Tourism & Film Commission, and assigned programs, in contact with other county departments, local

- community organizations, the public, and other government agencies
- Establish and maintain effective and collaborative working relationships
- Inspire staff to deliver exceptional customer service to visitors, tourism partners, stakeholders, other agencies, and prospective and existing clients

**Training and Experience:**

Possession of a Bachelor's Degree or Masters Degree in economics, business administration, marketing, tourism, sustainable tourism or a related field.

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

Five (5) years of increasingly responsible work experience in economic development, tourism trade development, grant development and administration, and public information work, preferably including experience in working with local government organizations.

**Special Requirements:**

Possession of, or ability to obtain, a valid Driver's License, issued by an appropriate Department of Motor Vehicles.

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