



Serves as staff liaison to the Economic Development Commission and works collaboratively with the Redevelopment Commission on redevelopment planning, TIF-related initiatives, and site development strategy.

Exercises fiscal oversight of the economic development and marketing/communications budgets, prepares annual budget proposals, and administers approved funds in accordance with adopted strategic priorities.

Owns and directs the City's marketing and communications strategy as it relates to economic development, growth, and mayoral initiatives. Ensures consistent messaging, brand alignment, and disciplined communication planning across digital platforms, newsletters, public materials, and external outreach.

Supervises and develops assigned marketing and communications staff and student interns. Establishes clear workflows, provides strategic direction, reviews and approves major communications and proposals, and builds internal capacity to reduce single-person dependency and strengthen long-term organizational sustainability.

Provides strategic oversight of community engagement initiatives and special projects that support quality of life and economic vitality, delegating execution to staff while maintaining accountability for alignment with broader growth objectives.

Represents the City as an official spokesperson on economic development matters as appropriate. Builds and maintains strong working relationships with local businesses, regional partners, state agencies, and civic organizations.

Prepares strategic updates and performance reports for the Mayor, Economic Development Commission, and City Council, ensuring regular communication of progress toward adopted economic development goals.

Performs related duties as assigned in support of economic development and city growth objectives.

## **I. JOB REQUIREMENTS**

Bachelor's degree in Public Administration, Business, Urban Planning, Economic Development, or related field, or a minimum of seven (7) years of progressive leadership experience in economic development, strategic planning, business development, public administration, or a related field.

Demonstrated experience contributing to or leading strategic planning efforts required.

Experience working directly with elected officials, governing boards, commissions, or senior executive leadership preferred.

Knowledge of economic development principles, including business attraction, retention, expansion, redevelopment strategy, and workforce development concepts. Familiarity with public-sector incentive programs, redevelopment tools, TIF districts, or site readiness planning preferred, or the demonstrated ability to acquire such knowledge quickly.

Ability to analyze complex economic, financial, and demographic data and translate findings into strategic recommendations and actionable plans.

Ability to develop, manage, and administer departmental budgets in accordance with municipal financial policies and procedures.

Ability to communicate effectively both orally and in writing with elected officials, business leaders, community stakeholders, and the general public.

Ability to exercise sound judgment, strategic thinking, and independent initiative while working collaboratively within a municipal governance structure.

Ability to maintain confidential information and manage sensitive economic development matters with discretion and professionalism.

Ability to comply with all employer/department personnel policies and work rules, including attendance, safety, and professional conduct standards.

Possession of a valid Indiana driver's license and a demonstrated safe driving record.

## **II. DIFFICULTY OF WORK**

Incumbent operates with substantial independent judgment within policy direction established by the Mayor and governing boards. Work involves developing strategic recommendations and guiding implementation across complex, multi-year economic development and growth initiatives.

Assignments require analyzing diverse economic, financial, demographic, and market data, often when information is incomplete, evolving, or influenced by external factors such as legislation, funding changes, regional competition, and private-sector conditions.

Objectives are frequently long-term and not immediately measurable. Decisions and recommendations may carry significant financial, political, and community impact, requiring careful evaluation, sound judgment, and alignment with adopted strategic priorities.

Work requires balancing strategic leadership with collaborative governance, ensuring progress while operating within public-sector approval processes and fiscal constraints.

## **III. RESPONSIBILITIES**

The incumbent's performance significantly impacts the City's ability to achieve its adopted economic development goals and strategic priorities. The effectiveness of this position directly

influences business retention, expansion, attraction, redevelopment planning, and the overall advancement of approved economic development initiatives.

The Director is responsible for developing strategic recommendations, implementing programs, fiscal stewardship of assigned budgets, and supervising assigned staff and interns. Work outputs include economic development plans, policy recommendations, board presentations, incentive proposals, marketing and communications strategies, and related public materials.

Incumbent exercises independent judgment in the formulation of recommendations and execution of adopted strategies, operating within policy direction established by the Mayor and governing boards.

Work is reviewed primarily by the Mayor for strategic alignment, sound judgment, fiscal responsibility, and conformance with established goals of the City. Strategic initiatives and major economic development matters are subject to review and approval by the Economic Development Commission and other applicable boards.

#### **IV. PERSONAL WORKING RELATIONSHIPS**

Incumbent maintains effective working relationships with the Mayor, members of the Economic Development Commission, Redevelopment Commission, City Council, and other appointed and elected officials. Works closely with local business leaders, developers, community organizations, regional partners, and state and federal agencies to advance economic development objectives.

Regularly collaborates with internal department heads and administrative staff to ensure alignment between economic development strategy, marketing and communications efforts, and broader City initiatives.

Supervises assigned marketing and communications staff and student interns, providing direction, guidance, and performance oversight to ensure consistent execution of adopted strategies and initiatives.

Incumbent reports directly to the Mayor.

#### **V. PHYSICAL EFFORT AND WORK ENVIRONMENT**

Incumbent performs the majority of duties in a standard office environment, involving sitting, standing, walking, and the use of typical office equipment. Position requires clear communication, both verbal and written, including participation in meetings and public presentations.

Regular local travel is required for meetings, site visits, and coordination with businesses, agencies, and community partners. Occasional regional travel may be required for conferences, training, or intergovernmental collaboration. Travel may involve driving and walking on uneven terrain at development or project sites.

Incumbent must be able to attend and participate in evening meetings or public events as required.

**APPLICANT / EMPLOYEE ACKNOWLEDGEMENT**

*The job description for the Director of Economic Development and Strategy outlines the role's duties and responsibilities. I acknowledge that I have received this job description and understand that it is not a contract of employment. I am responsible for reading this job description and complying with all job duties, requirements, and responsibilities contained herein, and any subsequent revisions.*

*Is there anything that would keep you from meeting the job duties and requirements as outlined?*

Yes \_\_\_\_\_ No \_\_\_\_\_

\_\_\_\_\_  
Applicant Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name