

ST. CHARLES PARISH

JOB TITLE: DIRECTOR OF ECONOMIC DEVELOPMENT & TOURISM

GENERAL STATEMENT OF JOB

This is a highly responsible management, developmental, administrative, and supervisory position that leads the design and implementation of a comprehensive program for economic and tourism development. Under the direction of the Parish President, the position is responsible for the overall planning, directing, organization and administration of the Department of Economic Development and Tourism. Work involves developing, managing, implementing, and promoting business, community and tourism development strategies. Employee initiates economic development policy recommendations for the Parish Council and Parish President. Position interfaces with different parish departments and the development community and serves as a liaison between the Parish Council and Parish President and other local, state, and federal agencies and with individual members of the public and private sectors.

ILLUSTRATIVE EXAMPLES OF WORK

ESSENTIAL JOB FUNCTIONS

Performs responsible administrative work in planning, directing, and coordinating economic development and tourism programs within the parish. Work involves business retention, facilitating the expansion of existing businesses, creating entrepreneurial opportunities for residents and recruiting new businesses.

Develops, plans, organizes and implements strategies to promote St. Charles Parish as an ideal business location to individual investors and business owners, organizations (public and private), and all economic development stakeholders, allies, or prospects.

Interfaces with the Louisiana Economic Development Department, Greater New Orleans, Inc., Entergy Economic Development, River Region Chamber of Commerce, the Economic Development Council of St. Charles Parish, the South Central Planning & Development Commission, the Port of South Louisiana, the St. Charles Parish Industrial Development Board, the Louisiana Workforce Commission, St. Charles, St. John, St. James Business and Career Solution Centers, the Small Business Administration, the River Parishes Tourist Commission, and the River Parishes Transit Authority.

Participates in the parish's comprehensive planning process, recommending strategies for improvements to parish services, facilities, utilities, and related resources including schools, work force training and apprenticeships, transportation, water and sewer, parks and recreation, and healthcare.

Supervises and evaluates support staff. Supervisory duties include instructing, assigning, reviewing and planning work of others; maintaining standards; coordinating activities; selecting new employees; acting on employee problems; Reviews the work of subordinates for completeness and accuracy; evaluates and makes recommendations as appropriate; offers advice and assistance as needed.

Provides for adequate staff training and development opportunities.

Oversees the development and administration of the departmental budget; ensures effective and efficient use of budgeted funds, personnel, materials, facilities and time.

Recruits and negotiates with business representatives to encourage location and expansion in the parish; meets with officials to discuss potential incentive recommendations for prospects.

Implements local, regional, and national integrated marketing, advertising, media, and public relations strategies to promote St. Charles Parish, identifying ideal economic development targets, monitor competition, and establish needed products in coordination with professional firm(s).

Oversees the operations of the St. Charles Parish Tourist Information Center.

Develops and maintains a comprehensive inventory of available buildings and sites in the communities for economic development purposes; identifies potential properties to be used for industries, businesses, industrial parks and commerce business centers; identifies costs and potential funding sources for site and park development.

Prepares and maintains information on utilities, taxes, zoning, transportation, community services, financing tools, demographics, etc.; responds to requests for information.

Researches, analyzes, and evaluates technical information to determine feasibility and economic impact of proposed developments.

Gathers data and prepares tourism-oriented situation analysis.

Develops and conducts ongoing public awareness efforts designed to support and promote economic development and tourism efforts. Presents programs about development plans to various community, business and civic groups; prepares public relations materials in multi-media formats.

ADDITIONAL JOB FUNCTIONS

Attends conferences, seminars, workshops, classes, lectures, etc., as appropriate, to enhance and maintain knowledge of trends and developments in the field of economic development and/or tourism; attends professional, civic, and social gatherings, as appropriate, to represent and promote interests of parish and to collect information pertinent to the advancement of interests of the parish.

Performs general office, administrative, word processing, and demographic research in absence of or in support of administrative staff to meet critical deadlines.

Prepares monthly and annual reports as needed.

Coordinates special events with other government and civic organizations.

Performs related work as directed or required.

MINIMUM TRAINING AND EXPERIENCE

Bachelor's Degree from an accredited university in economics, marketing, business administration, public administration, or a related field and at least 6 to 9 years of successful senior leadership experience in economic development, marketing, real estate, or a related field; or any equivalent combination of training, education, professional certification, and experience which provide the required skills, knowledge, and abilities.

MINIMUM QUALIFICATIONS OR STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS

Physical Requirements: Must be physically able to operate a variety of automated office machines including a computer, copier, calculator, etc. Must be able to exert up to 20 pounds of force occasionally, and/or up to 10 pounds of force frequently and/or a negligible amount of force constantly to move objects. Requires the ability to physically maneuver over and/or upon varying terrain. Physical demand requirements are in excess of those for sedentary work. Light work usually requires walking or standing to a significant degree. However, if the use of arm and/or leg controls requires exertion of forces greater than that for sedentary work and the worker sits most of the time, the job is rated for light work.

Data Conception: Requires the ability to compare and/or judge the readily observable, functional, structural, or compositional characteristics (whether similar to or divergent from obvious standards) of data, people, or things.

Interpersonal Communication: Requires the ability of speaking and/or signaling people to convey or exchange information. Convey instructions, assignments, and/or directions to subordinates and assistants, and receiving instructions, assignments, and/or directions from superiors.

Language Ability: Requires the ability to read codes, site plans, building plans, mechanical drawings, maps, deed books, budgets, etc. Requires the ability to prepare budgets, reports, correspondence, memorandum, etc., conforming to all rules of punctuation, format, and grammar. Requires the ability to speak to people with poise, voice control, and confidence.

Intelligence: Requires the ability to apply principles of logical or scientific thinking to a wide range of intellectual and practical problems; to deal with nonverbal symbolism in its most difficult phases; and to deal with a variety of abstract and concrete variables.

Verbal Aptitude: Requires the ability to record and deliver information, to explain procedures, to follow oral and written instructions. Must be able to communicate effectively and efficiently in a variety of technical or professional languages including engineering, real estate, personnel, marketing, and computer terminology and language.

Numerical Aptitude: Requires the ability to utilize mathematical formulas; to add and subtract totals; to multiply and divide; to utilize decimals and percentages; to interpret graphs; and to apply the theories of descriptive statistics.

Form/Spatial Aptitude: Requires the ability to inspect items for proper length, width, and shape.

Motor Coordination: Requires the ability to coordinate hands and eyes rapidly and accurately in using automated office equipment.

Manual Dexterity: Requires the ability to handle a variety of items, office equipment, control knobs, switches, etc. Must have minimal levels of eye/hand/foot coordination.

Color Discrimination: Does not require the ability to differentiate between colors and shades of color.

Interpersonal Temperament: Requires the ability to deal with people beyond giving and receiving instructions. Must be adaptable to performing under stress and when confronted with persons acting under stress.

Physical Communication: Requires the ability to talk and/or hear: (talking: expressing or exchanging ideas by means of spoken words; hearing: perceiving nature of sounds by ear). Must be able to effectively communicate via telephone, e-mail, multi-media presentations, and in-person.

KNOWLEDGE, SKILLS, AND ABILITIES

Exceptional knowledge of Microsoft Office, Microsoft Outlook and GIS-related programs.

Exceptional knowledge of the principles, practices, and operational characteristics of economic development and tourism development programs.

Thorough knowledge of the geographic layout of the parish including all tourist attractions and points of interest.

Exceptional knowledge of the methods and techniques used in business recruitment and business expansion/retention.

Considerable knowledge of laws and ordinances affecting the economic development process.

Considerable knowledge of land and building values, municipal finances, tax incentives, and funding sources for economic development or redevelopment.

Considerable knowledge of the available resources of the parish.

Ability to oversee and manage the operations, services and activities of the economic development and tourism program.

General knowledge of current and projected economic trends.

Highly-skilled in presenting written and oral reports, designing technically complex visual aids such as maps, tables and charts, and collecting and analyzing technical data.

Ability to organize work flow and coordinate activities for short-term and long-term projects.

Ability to exercise considerable independent judgment and discretion in establishing, applying, and interpreting policies and procedures.

Ability to gather, analyze, and interpret data and to make sound recommendations from the information.

Ability to supervise department personnel.

Ability to maintain effective working relationships with other parish department employees, government officials, business and industry representatives, and as otherwise necessitated by work assignments.