

ORDINANCE NO. 173-22

AN ORDINANCE AMENDING SECTION 31.07 OF THE SALARIES AND BENEFITS CODE OF THE CITY OF MEDINA, OHIO, ADOPTING THE REVISED JOB DESCRIPTION FOR THE ECONOMIC DEVELOPMENT AND MARKETING MANAGER.

BE IT ORDAINED BY THE COUNCIL OF THE CITY OF MEDINA, OHIO:

SEC. 1: In accordance with Section 31.07 of the Salaries and Benefits Code of the City of Medina, Ohio the job description for the position of Economic Development and Marketing Manager is hereby adopted, marked Exhibit A, attached hereto and incorporated herein.

SEC. 2: That it is found and determined that all formal actions of this Council concerning and relating to the passage of this Ordinance were adopted in an open meeting of this Council, and that all deliberations of this Council and any of its committees that resulted in such formal action, were in meetings open to the public, in compliance with the law.

SEC. 3: That this Ordinance shall be in full force and effect at the earliest period allowed by law.

PASSED: September 26, 2022 **SIGNED:** James A. Shields
President of Council Pro-Tem

ATTEST: Kathy Patton **APPROVED:** September 26, 2022
Clerk of Council

SIGNED: John M. Coyne, III
Acting Mayor

Proposed

IV-55

THE CITY OF MEDINA
JOB DESCRIPTION

ORD. 173-22
Exh. A

TITLE: Economic Development and Marketing Manager

REPORTS TO: Economic Development Director.

DEPARTMENT/DIVISION: Community and Economic Development

CIVIL SERVICES STATUS: Unclassified

JOB STATUS: Full-Time

EXEMPT STATUS: Exempt

CLASSIFICATION FEATURES: The Economic Development and Marketing Manager works with the city's Economic Development Director, to perform a full range of tasks related to this offices' management of major projects and initiatives, business assistance, resource development, and marketing.

ESSENTIAL JOB FUNCTIONS & SPECIAL PROJECTS:

- ~~On occasion~~, Assist with application and administration of state and federal grants including compilation of grant application materials, monitoring, reports, and budgets for multiple departments.
- ~~Create and Maintain~~ a user-friendly website database of available city properties and potential redevelopment properties on city, TeamNEO and LOIS websites. Assist in the marketing of the sites to private and public entities for investment and development
- Create and distribute weekly city economic development newsletter
- Maintain social media & updates to City's Facebook and LinkedIn Business Pages.
- Assist with the city print marketing materials
- Prepare Press Releases and photos for all departments at Department Heads and Mayor/Safety Director request – city awards, new hires and promotions, and other city news.
- Assist with updating the Economic Development website pages, including Ribbon Cutting Ceremonies.
- Provide outreach services to local businesses as a representative of the city.
- ~~Assist in the preparation of project budgets for state and federal economic development programs~~
- Prepare reports and recommendations for public meetings. Attend public meetings as instructed by director.
- Undertake project management responsibilities and perform related duties as assigned:
- ~~Assist with scheduling~~, Attend and document Ribbon Cutting Ceremonies using city camera and create DVD for new provide photos to businesses
- ~~Contact businesses to schedule Business, Retention, & Expansion (BR&E) Visits~~
- ~~Assist all Departments with Press Releases and Promotional Articles~~
- ~~Manage BR&E visitation to retail and services businesses~~
- Assist in research and analysis of business programs and policies (i.e. Job Creation Grant)
- Assist with some administration of the city's business incentive programs, including the CRA, CEDA, and JEDD
- Able to perform physical demands that include but are not limited to being able to sit continuously at a computer terminal, desk or work station. Able to spend time walking, standing, bending, stooping, crawling, squatting, lifting, kneeling and reaching throughout the work day.
- Other duties as assigned

REQUIRED EDUCATION, TRAINING AND EXPERIENCE:

A post-secondary education degree or certificate in Planning, Marketing, Public Administration, Business Administration, or Real Estate Development along with a minimum of 3-5 years of responsible working experience in planning, public administration, business administration, or real estate development preferred, or any equivalent combination of acceptable education and experience that provides the required skill set to perform essential functions of the job.

License:

Valid driver's license issued by the State of Ohio and must remain insurable under the City of Medina's vehicle insurance plan.

QUALIFICATIONS:**Knowledge of:**

- Business finance, real estate development, and city planning;
- Economic development finance;
- Marketing strategies and public relations;
- Applicable federal and state laws, regulations and principles related to economic development.

Skilled in:

- Personal computer use with an emphasis in Microsoft Office applications, Photoshop, and web-based tools & Social Media Applications;
- Excellent written and verbal communications;
- Excellent organizational and project management skills;
- High levels of professionalism, customer service, personal maturity, and integrity;
- Reading and writing reports, correspondence and instructions.

Ability to:

- Communicate well with business owners, community leaders, bankers and government officials;
- Handle information confidentially;
- Work effectively within a group as well as independently;
- Establish and maintain good working relationships with City employees, other governmental agencies and the general public.

ENVIRONMENTAL ELEMENTS:

This position requires the employee to spend part of each working day in the office at a desk or computer station and at meeting sites and facilities. The position includes a high incidence of interaction with citizens, government officials, and other City employees, occasionally under stressful conditions.

WORKING CONDITIONS:

May be required to work outside normal business hours, including weekends, evenings and holidays.

EQUIPMENT USED: Personal computer, fax machine, phones, copy machines, printers, digital camera

ADDITIONAL REQUIREMENTS: The above information on this description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to this job. Employee understands that conditions may require the City to modify this Job Description and that the City reserves the right to exercise its discretion to make such changes.

EMPLOYEE ACKNOWLEDGMENT: _____

DATE: _____

Current

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ESSENTIAL JOB FUNCTIONS & SPECIAL PROJECTS:

- Create and maintain a user-friendly website database of available properties and potential redevelopment properties in the city. Assist in the marketing of the sites to private and public entities for investment and development
- Assist with the marketing and administration of the city's business incentive programs, including the CRA, CEDA, and JEDD
- Provide outreach services to local businesses as a representative of the city.
- Assist in the preparation of project budgets for state and federal economic development programs
- Prepare reports and recommendations for public meetings. Attend public meetings as instructed by director
- Undertake project management responsibilities and perform related duties as assigned
- Assist with scheduling, attending and documenting Ribbon Cutting Ceremonies using city camera and create CD for new business
- Contact businesses to schedule Business, Retention, & Expansion (BR&E) Visits
- Assist with updating the Economic Development website pages
- Create and distribute economic development newsletter
- Assist all Departments with Press Releases and Promotional Articles
- Manage BR&E visitation to retail and services businesses
- Maintain social media & updates to City's Facebook and LinkedIn Business Page
- Assist in research and analysis of business programs and policies (i.e. Job Creation Grant)
- On occasion, assist with application and administration of grants including compilation of grant application materials
- Able to perform physical demands that include but are not limited to being able to sit continuously at a computer terminal, desk or work station. Able to spend time walking, standing, bending, stooping, crawling, squatting, lifting, kneeling and reaching throughout the work day.
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