

## BUSINESS MANAGER

### • MAJOR FUNCTION

This is a professional and administrative position that works in coordination with Marion County's Office of Economic and Small Business Development. The main function of this position is to manage effective new business recruitment and job creation initiatives in support of the vision and economic development directives provided by the Board of County Commissioners. This position has managerial responsibility for identifying new business recruitment and job creation opportunities as well as working with existing Marion County businesses seeking to expand within the County. Work is performed under the leadership of the Director of the Office of Economic and Small Business Development and is measured by the individual's creative and strategic approaches to job creation and a series of annual performance measures.

### ESSENTIAL FUNCTIONS

The following statements describe the principle functions of this job and its scope of responsibility, but should not be considered an all-inclusive listing of work requirements. The position may perform other duties as assigned, including working in other functional areas to cover absences or relief, to adjust to periods of natural disaster recovery or otherwise to those duties assigned by the Department Director.

- Assist with coordinating business recruitment efforts between departments of County government, area municipal governments, the Chamber of Commerce, local non-profit and economic development organizations, the State of Florida, and other public and private businesses and individuals interested in economic development.
- Assist in the long term economic general plan for new business recruitment and job creation for the county, including liaison with the agencies and private industries involved in the physical development and redevelopment of the County's urban and rural areas.
- Manages individual efforts to identify and recruit new business employers and the need to nurture local and state professional and ethical working relationships with private developers, realtors, business leaders, banking and financial leaders, professional economic development and trade associations, business and industrial development professionals and other community leaders.
- Assists in performing County-wide strategic planning for job creation utilizing the county's natural resources, including the use of renewable and alternative energy resources.
- Develops programs to identify and recruit new business employers or assist local existing employers to expand, new capital investment and tax base.
- Develops and manages marketing initiatives to identify targeted industry recruitment and job creation opportunities.
- Responsible for developing and managing targeted industry data bases to support the County's business recruitment marketing programming.

## **BUSINESS MANAGER**

### **SECONDARY FUNCTIONS**

- Performs other duties as assigned.

### **CUSTOMER SERVICE**

This is a position requiring excellent and attentive customer service to members of the general public, other municipal and educational organizations and members of the business community. Personal contact occurs on a daily basis with other County Departments and employees of the County, citizens, customers and clients of the County in person or by phone contact.

### **SUPERVISION**

This position is responsible for directly supervising product development, scheduling of work flow and the management of a small number of employees, contracted labor and technical service providers. Duties include assigning, directing, evaluating work product by staff, other participating agencies, non-profits and contracted services. Responsibilities include providing training, supervision of contracted personnel, evaluation of work performance, scheduling and project management.

### **EDUCATION, EXPERIENCE, LICENSES, CERTIFICATIONS**

#### **Education and Experience**

Bachelor's degree in Business, Economics, Business Administration, Real Estate, Marketing or a closely related field with a minimum of seven (7) years of related professional experience required. Candidate must have proven experience in managing economic development programming or community redevelopment required. Candidates with working experience in employer recruitment or small business incubation or strategic business development or national business sales or equivalent combination of education and experience a benefit.

#### **Licenses**

Individual must possession a valid Florida Drivers License.

### **JOB SKILLS**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements are representative of required knowledge, skills, and abilities.

#### **Language Skills**

- Ability to read, analyze, and interpret business and other highly complex documents.
- Ability to respond effectively to highly sensitive inquiries or complaints.

## BUSINESS MANAGER

- Ability to make effective and persuasive speeches and presentations on controversial or complex topics to top management, public groups, and/or boards.
- Proven experience in communication and presenting to senior management.

### **Mathematical Skills**

- Ability to calculate figures, accounts, and projections, such as amortizations, growth projections, revenue projections, and annual depreciations.
- Requires the ability to identify trends in expenditures and revenues.
- Requires the ability to apply concepts of advanced algebra.

### **Mathematical Skills**

- Ability to apply advanced mathematical concepts such as exponents, logarithms, quadratic equations, and permutations.
- Ability to apply mathematical operations to such tasks as frequency distribution, determination of test reliability and validity, analysis of variance, correlation techniques, sampling theory, and factor analysis.

### **Problem Solving Ability**

- Ability to apply principles of logical or scientific thinking to a wide range of intellectual and practical problems.
- Ability to deal with nonverbal symbolism (formulas, scientific equations, graphs, musical notes, etc.) in its most difficult phases.
- Ability to deal with a variety of abstract and concrete variables.
- Analyzes major organization-wide policies, budgets, procedures, systems or accounting methods on a continuous basis.

### **Specialized Skills and Abilities**

- Knowledge of the principles, practices and procedures of urban planning, development, real estate, community and economic development.
- Knowledge of commercial development processes, practices and working understanding of the needs and practices of private sector development.
- Knowledge of the methods and techniques used in the solicitation and recruitment of new business relocation or industrial development opportunities.

## **BUSINESS MANAGER**

- Proven skills in the collection, analysis and presentation of technical data, including property valuation. General knowledge of current and projected economic trends.
- Ability to organize work flow and coordinate activities for short and long term projects.
- Strong organizational skills, with ability to prioritize tasks and meet multiple deadlines.
- Knowledge of computers, including word processors and spreadsheet applications.
- Ability to interpret legal descriptions, maps, aerial photography, and site plans.
- Ability to remain calm in stressful situations.
- Ability to plan and organize work and manage time.
- Ability to take a teamwork approach to the job by cooperating with others, offering to help others when needed, and considering larger organization or team goals rather than individual concerns.

### **Machines and Equipment**

This employee will be required to operate a computer, calculator, telephone, fax machine, copy machine, and other general office equipment, as well as drive a vehicle, in the completion of the tasks of the position.

### **PHYSICAL DEMANDS**

While performing the duties of this job, the employee will occasionally be required to use hands to finger, handle or feel, reach with hands and arms, and lift up to twenty-five pounds; will regularly be required to stand, walk, and sit; and will frequently be required to talk and hear. Special vision requirements include close vision and the ability to adjust focus to bring an object into sharp focus

### **WORK ENVIRONMENT**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. While performing the duties of this job, the employee will occasionally be required to be exposed to outdoor weather conditions. The typical noise level for this environment is moderate.

Established: **7/2011**  
Category: **2**  
Pay Grade: **28**  
Status: **\_E**  
Job Description Number: **2217**  
Revised: