

## **DEVELOPMENT SPECIALIST**

### **DISTINGUISHING FEATURES OF THE CLASS:**

This is a technical position that involves work related to the economic, property and social development of a municipality. The incumbent assists the Development Director in identifying, evaluating, planning, and marketing potential development initiatives. This work involves responsibility for economic data analysis, and dissemination of information to interested developers and business leaders. Under the general supervision of the Development Director, an employee in this class performs cost-benefit analysis, financial analysis of real estate, and production of graphic materials aimed at encouraging positive economic and physical development outcomes. Supervision is exercised over subordinate clerical support staff.

### **TYPICAL WORK ACTIVITIES:**

The following is indicative of the level and types of activities performed by incumbents in this title. It is not meant to be all-inclusive and does not preclude a supervisor from assigning activities not listed which could reasonably be expected to be performed by an employee in this title.

1. Prepares marketing and presentation materials employing a variety of computer graphics programs and techniques; coordinates website marketing with consultants;
2. Prepares financial projections for development proposals, including the cost of development and post-development operations; prepares cost-benefit analysis of physical development and new business development;
3. Provides information to local business leaders regarding operating and/or expansion problems such as financing, investment tax structures, real property tax management, and labor force recruitment;
4. Assists individuals planning start-up businesses with financial packaging, training and development counseling;
5. Prepares market research and analysis, including testing business and development concepts;
6. Provides comprehensive and detailed information about the city to interested businesses and industry officials;
7. Reviews and evaluates the financial documentation submitted by interested parties for conformity with procedures and regulations; explains deficiencies to clients and assists in finding solutions to such problems;
8. Provides staff support as directed and undertakes all tasks necessary to support and maintain operations of the Development Department;
9. Gathers, compiles, analyzes, and presents information and data regarding local business conditions to help area businesses solve specific problems.

## **DEVELOPMENT SPECIALIST (Cont'd)**

### **FULL PERFORMANCE KNOWLEDGE, SKILLS, AND ABILITIES:**

Knowledge of processes and problems related to real estate development and expansion;  
Knowledge of project financial methods to review submitted financial packages for accuracy and completeness and to ascertain whether there is sufficient funding for project;  
Knowledge of software packages which shall include computer graphics to create marketing material and financial software to develop spreadsheets and develop financial packages;  
Ability to read and draw blueprints;  
Ability to estimate financial costs involved with development plans in order to provide job estimates;  
Ability to gather, compile and evaluate information and records, prepare reports and make recommendations based on an analysis of data collected;  
Ability to get along well with others;  
Personal characteristics necessary to perform the duties of the position;  
Physical condition commensurate with the duties of the position.

### **MINIMUM QUALIFICATIONS:**

- EITHER: (A) Graduation from a regionally accredited or New York State recognized college or university with a Bachelor's degree in Construction Management, Marketing, Finance, or a related field and one year of technical work experience in construction management, real estate financing, or economic development planning;
- OR: (B) Graduation from a regionally accredited or New York State recognized college or university with an Associate's degree in Construction Technology, Marketing, Finance, or a related field and two years of technical work experience in construction management, real estate financing, or economic development planning;
- OR: (C) Six years of technical work experience in construction management, real estate financing, or economic development planning.
- OR: (D) An equivalent combination of training and experience described in (A) and (B) and (C) above.

### **SPECIAL REQUIREMENT:**

Possession of a valid New York State Driver's License.

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ADOPTED: 05/12/03