



CITY OF JASPER

JOB DESCRIPTION

A. IDENTIFICATION INFORMATION

- 1. Job Title: COMMUNITY ENGAGEMENT MANAGER**
- 2. Department: Administrative** **Division: N/A**
- 3. FLSA Classification: Exempt** **Pay Grade:**

B. INTRODUCTORY STATEMENT

The Community Engagement Manager performs complex professional and administrative work for the City of Jasper. The primary responsibility of the individual in this position is to stimulate the City's economy via strategic planning, promotion, and outreach. This position is an administrative position under the general supervision of the Deputy City Manager.

C. ESSENTIAL JOB FUNCTIONS

These are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position. This position has a variable work schedule which means the working hours and days can fluctuate depending on the business needs of the city.

1. Coordinate and administer all Economic Development programs of the city.
2. Respond to inquiries about available properties, potential new businesses, expansion of existing businesses, and potential business relocations in a timely manner. Maintain and publish list of available properties within city.
3. Draft and implement strategic, action and comprehensive economic development plans and initiatives for the City of Jasper. Provide technical assistance or referrals as needed.
4. Direct business recruitment and retention efforts.
5. Work with prospective business owners to identify financing opportunities for development activities.
6. Confers with the Deputy City Manager as the Public Information Officer in gathering existing city information and brochures to be used in the preparation and development of information packages. Provide marketing and promotional material to potential business developers. Promote and sell the image of Jasper to businesses and organizations.
7. Maintain working knowledge of activities, processes, and challenges of all businesses in city employing at least 10 persons.
8. Assists with Grant and Incentives Administration, including local state and federal reporting literature as directed by the Deputy City Manager.
9. Conduct research to locate grant funding opportunities. Draft and submit applications for specific grant programs.

10. Administer all economic development incentive programs offered by the city. Coordinate applications for other incentives as directed.
11. Event Coordination: Coordinates and facilitates special events for the city, including but not limited to parades, festivals, and park scheduling. Serves as a liaison between city departments, business owners, and other pertinent organizations in the coordination of special events. Coordinates the work activities of employees and volunteers at city events.
12. Serve as staff support to Main Street Jasper, (Downtown Development Authority) and other organizations as needed; this includes meeting coordination, communication, budgeting, and record keeping.
13. Serve as support for PACA, the Downtown Merchants Association, the Small Business Development Council, and other city commissions as directed. Serve as liaison to Pickens County Office of Economic Development, the Pickens County Chamber of Commerce, the Marble Valley Historical Society, as they pertain to Jasper and other entities as directed.
14. Performs other related duties as assigned by the Deputy City Manager.

D. JOB FACTOR SPECIFICATIONS

1. Job Requirements

a. Knowledge Skills and Abilities

1. Strong writing and analytical skills; strong self-motivation; ability to interact confidently with the public as well as appointed and elected officials; skill in planning and negotiation; ability to manage several projects simultaneously; ability to complete projects and activities without direct supervision.
2. Understanding of property boundary descriptions, local zoning and subdivision regulations, and the ability to learn to interpret them.
3. Understand, interpret, and utilize documents and maps, current literature, information sources, and research techniques in community development.
4. Advanced knowledge of the inter-relationships in economic development.
5. General knowledge of administration, budgeting, and program management.
6. Knowledge of development regulations concerning land use and environmental matters.
7. Basic principles of Geographic Information Systems (GIS) applicable to municipalities.
8. Ability to work with a diverse group of constituencies with the potential for conflicting viewpoints and agendas.
9. Knowledge of research, statistical analysis, and report preparation principles.
10. Knowledge of relevant federal, state and county laws, city ordinances and department policies and procedures.
11. Communicate clearly, concisely, and effectively, both orally and in writing; the ability to prioritize tasks and work on multiple projects during the same time period.

2. Responsibility

- a. This position has no day-to-day direct supervisory responsibility but will partner with appropriate staff from pertinent departments and/or associated organizations.

3. Personal Work Relationships
 - a. Contacts are typically with co-workers, elected and appointed officials, business owners, representatives of other governmental agencies, vendors, business owners and the public.
 - b. Contacts are typically to exchange information, motivate people, negotiate matters, resolve problems and provide services.
4. Physical Effort and Work Environment
 - a. The work is typically performed while sitting at a desk or while intermittently sitting, standing, stooping, walking, bending; and outdoors, occasionally in cold or inclement weather. The employee occasionally lifts light and heavy objects and distinguishes between shades of color.
5. Guidelines
 - a. Guidelines include federal general codes and ordinances, land development regulations, state laws, Regional Commission guidelines, Water Planning District guidelines and Georgia Department of Transportation regulations. These guidelines require judgment, selection and interpretation in application. This position assists in the development of department guidelines.
6. Complexity and Scope of Work
 - a. The work consists of varied administrative, supervisory and management duties of projects. The wide range of programs and services provided contributes to the complexity of the position.
 - b. The purpose of this position is to manage and facilitate the city's operations as it relates to working interdepartmentally between all city departments. Successful performance helps ensure the efficiency and effectiveness of those operations.
7. Qualifications
 - a. Any combination of education and experience equivalent to graduation from an accredited college or university with major course work in marketing, business administration, planning, political science, or related field.
 - b. A minimum of four years of experience in marketing, management, and/or business operation preferred.
 - c. Experience with fundraising, economic restructuring, historic preservation, and community partnerships desired.
8. Licenses and Certifications Preferred:
 - a. Possession of or ability to readily obtain a valid driver's license issued by the State of Georgia for the type of vehicle or equipment operated.

In accordance with City of Jasper's Substance Abuse Policy all job applicants offered employment will undergo testing for the presence of illegal drugs and alcohol as a condition of employment. In the course of employment, employees are subject to random, reasonable suspicion, post-accident, and routine fitness for duty testing for illegal drugs and alcohol abuse. Employees are prohibited to work under the influence, to possess, to distribute, or to sell illegal drugs in the workplace or abuse alcohol on the job. Confirmed positive is reason for denial of employment and/or termination.

E. APPROVAL SIGNATURES

I have received a copy of this job description for the position that I will be performing for the City of Jasper. I understand that it is my responsibility to familiarize myself with the information provided and agree to perform these job duties to the best of my ability and for the annual salary that is provided to me.

I understand that the information is subject to change as situations warrant and that changes supersede, modify or eliminate the current job description. Changes will be communicated to me through a revised job description. I accept my part of the responsibility for keeping informed of these changes and continuing to perform my job duties as assigned to me. Should I feel that I can no longer perform my job as it is described I will inform my employer in writing.

Employee (print)

Employee (signature) **Date**

Deputy City Manager (print)

Deputy City Manager (signature) **Date**

City Manager (print)

City Manager (signature) **Date**