



*The City Beautiful*

## **City of Coral Gables Job Description**

**Job Title:** Business Development Specialist      **Prepared Date:** 1/06  
**Department:** Development      **Approved By:**  
**Classification:** 0642      **Approved By:**  
**Pay grade:** 22E  
**FLSA:** Non-Exempt

### **Summary**

Professional, mid-level position providing a variety of technical assistance and specialized services in the areas of economic development, arts promotion, and community development. Incumbent will work to retain and expand existing business and attract prospective new business to the City of Coral Gables and promote Coral Gables' cultural arts and high quality of life. Exercises considerable initiative and independent judgment under the general direction of the Development Director.

### **Essential Duties and Responsibilities**

The following duties are normal for this position. The omission of specific statements of the duties does not exclude them from the classification if the work is similar, related, or a logical assignment for this classification.

Maintains rapport with the existing business community and representative organizations for business retention and expansion. Participates in various trade fairs. Provides support services to business owners and investors as necessary.

Cultivates partnerships/programs, and identifies new business prospects. Generates new business leads. Develops and maintains contact with potential investors and entrepreneurs interested in establishing new business or expanding existing business. Establishes contacts and participates in networking activities.

Conducts business research, feasibility studies, and gathers data for business prospectus. Analyzes past, present and future business trends. Analyzes competition and recommends new programs to remain competitive.

Fosters partnerships with tourism related business and arts groups to develop and promote Coral Gables as a cultural tourism destination.

Assists with the locations of sites and space for business offices, commerce and industry. Provides information and government sources to assist in the development of business ventures.

Designs and implements cost-effective programs that promote Coral Gables as a center of commerce and culture.

Assists in the development and implementation of special projects as directed by the Development Director.

Prepares, develops, and gathers data for proposals and grants and secures grant resources.

Prepares various reports letters, and correspondence. Must have strong written, verbal, presentation, and research skills.

Performs other related tasks as required.

### **Knowledge, Skills, and Abilities**

Knowledge of principles and practices of economic, community, and commercial real estate development, marketing and public relations principles and practices, city demographics, resources and city policies and procedures, and grant application processes. Ability to identify and cultivate new business prospects, conduct research and analyze data, effectively promote the City, maintain confidentiality and consistently show a high level of professionalism. Must have strong written, verbal, presentation, and research skills. Must be able to think creatively and make sound decisions. Must have ability to establish and maintain effective working relationships with co-workers, business owners, vendors, other employees and the general public. Should be skilled in the use of various computer programs including: word, excel, and graphics packages.

### **Physical Requirements**

Must have the use of sensory skills in order to effectively communicate and interact with other employees and the public through the use of telephone and personal contact as normally defined by the ability to see, read, talk, sit, stand, hear, hands to fingers dexterity, handle, feel or operate objects, read and write English. Physical capability to effectively use and operate various items of office equipment; such as but not limited to a personal computer, calculator, copies and fax machines. Work is predominately indoors within a usually quiet to moderately noisy environment. Considerable amount of work/sitting in front of computer. Must be able to lift, carry and or push articles weighing up to 20 lbs. Nature of business requires incumbent to occasionally be available after normal business hours.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### **Minimum Education and Experience**

Bachelor degree from an accredited four college in public administration, marketing, commercial real estate, business, urban planning, or related field.

Minimum 2 years relevant experience

Bilingual English/Spanish preferred