

## Position Description

**Title:** Executive Director, Floresville Economic Development Corporation (FEDC)

**Job Location:** Floresville, Texas

**Introduction:** Serves as the Executive Director (ED) for the FEDC.

**Position Summary:** ED is the key technical expert and top operating official for the FEDC. As such, is responsible for the planning, implementation, and direction of FEDC's economic development strategy. This includes targeting development opportunities, marketing the city to attract new industries, retaining and expanding existing businesses, and advancing programs to promote economic growth. Ultimately, ED presents options in courses of action, recommends the most effective course of action, and implements all decisions made by the FEDC Board of Directors (Board). Overall, ED represents the City's proactive "arm" in seeking clients for enhancing Floresville's overall economic environment that leads to better jobs and fosters more investment in our community, as well as enhancement in quality of life.

### **Duties and Responsibilities:**

- Designs, implements, and updates Strategic Plan that addresses economic development needs/problems and establishes related long and short range goals to fix and/or enhance economic environment.
- Directs economic development programs throughout the City--coordinates all efforts in Town redevelopment, business retention, expansion, and industrial recruitment. This requires interaction with the FEDC board; city council, city manager, and staff; county officials; Chamber of Commerce; other professionals (both public and private) at local and state levels; and other appropriate organizations with the FEDC boundaries.
- Works with City staff, and other pertinent parties, to formulate, present, and obtain approval of yearly budget. Effectively manages the approved budget, with appropriate periodic reports to the Board and City. Serves as technical expert on FEDC audit committee. Designs appropriate tools to make this process more effective and more transparent and understood.
- Designs and/or effectively uses database of all businesses in the City.
- Develops and/or uses system that allows developers, brokers, or potential clients to easily identify land, buildings and commercial lease availability in the City.
- Works diligently to find suitable sites for business prospects, and, where necessary and feasible, obtaining such for the FEDC's use as incentives or proper placement in accordance with the city's land use plan.
- Serves as the "face" of FEDC/City in attending and interacting with internal and external entities in carrying out our economic environment enhancement.
- Always "on the job" in identifying potential impediments to our town's economic development and serving to provide solutions, as necessary and feasible.

**Required Knowledge and Skills:**

**--Technical Expertise:** Is the technical resource for the FEDC. Possesses sound understanding of all available technologies to independently lead an effective economic development program. Interprets and applies applicable Federal, State, and local laws, regulations—including, but not limited to, Open Meetings Act, Open Records Act, Records Retention Act, Public Information Act, and Type B Sales Tax Corporation requirements.

**--Planning:** Demonstrated ability to develop and implement comprehensive strategic plan. Effectively develops and implements the short and long range, multiple goals of the FEDC, with only general direction from the Board.

**--Financial:** Demonstrated ability to effectively develop, obtain approval, and implement FEDC's budget. Manages, and properly reports on, all financial transactions of the organization. Demonstrated ability in all aspects of EDC ventures—capital investment, buying and selling real estate properties, contract negotiations, grants-in-aid, and associated functions.

**--Communications:** Demonstrated ability to communicate effectively, both orally and in writing. Effectively develops and makes presentations to all levels of management—within the City and outside prospects. Effectively establishes audience confidence and consensus. Effectively handles diversity in audience and colleagues.

**--Information Technology:** Demonstrated ability in establishing/maintaining database(s) of all businesses in the City, as well as system(s) allowing developers, brokers, or potential prospects to easily identify land, buildings, and commercial lease availability. Requires ability to understand and operate a computer and other office equipment and related computer application programs.

**--Personal:** Demonstrated knowledge of public relations, problem analysis/solving, and organization. Possesses mental capacity necessary for making sound business judgments/decisions. Stays abreast of changes/innovations in the field of economic development and adapts such, as is feasible and program enhancing.

**Qualifications:**

Any combination of experience, training, and certification that would likely provide the required knowledge and skills. A typical way to obtain the required knowledge and skills would be:

**--Experience:** Five (5) years of progressively more difficult/responsible experience in economic development (ED), with at least two (2) years of independently managing an ED program. Experience that is clearly equivalent to the above may be acceptable depending on how fully that experience meets the primary requirements of this position.

**--Training:** Completion of the Basic Economic Development Course and the Economic Development Institute. Education equivalent to a Bachelor's degree in Business with emphasis in Economic Development, Economics, Marketing, or closely related field from an accredited college or university will be given preference for those meeting basic qualifications. A Master' degree with emphasis as above is preferred.

**--License or Certification:** Certification as a Certified Economic Developer (CED/CecD) is preferred.

**Controls Over Work:**

**Reports to the Board of Directors, FEDC. Receives general administrative direction from the Board. Is expected to work independently and proactively—to serve as the “engine” that provides the impetus needed for the FEDC to move the City forward in improving our economic environment. The Board conducts and documents, at a minimum, an annual performance review.**

**Other Significant Facts:**

**--Performs other related duties and responsibilities as required. Conducts research and completes special projects as assigned.**

**--While work is performed in an office, is required, at times to travel around the city and outside the city as well.**


**--Frequent contact with the public and other local agencies and businesses.**

**--Physical activity includes prolonged standing and sitting and operating of assigned vehicle (Texas Driver's License required).**

**--Must reside within the Floresville Independent School District within six (6) months after employment and maintain such residency throughout the term of employment.**

**--Must successfully pass pre-employment background checks, including drug screen.**

**--ADA REQUIREMENTS: For the purpose of compliance with the Americans with Disabilities Act (ADA), this description does not take into account potential reasonable accommodations.**

  
A. Q. GONZALEZ, 17, SEP. 2018  
FEDC VICE PRESIDENT  
MEMBER OF PERSONNEL COMMITTEE