

OCCUPATIONAL GROUP: Economic Development

CLASS FAMILY: Business and Community Development

CLASS FAMILY DESCRIPTION:

This family includes all classes of positions whose purpose is to advise, administer, supervise, or perform work pertaining to and requiring a knowledge of business and trade practices, characteristics and use of equipment, products, or property, or industrial production methods and processes, including conducting investigations and studies; the collection, analysis, and dissemination of information; the establishment and maintenance of contacts with industry and commerce; the provision of advisory services; the examination and appraisal of merchandise or property; and the administration of regulatory provisions and controls.

CLASS TITLE: Business and Community Development Specialist 1

DISTINGUISHING CHARACTERISTICS:

These positions perform full-performance level professional work in economic development, business development or community development. They perform complex work and oversee projects or grants in the area assigned. Some positions may have budgetary responsibilities, typically being responsible to stay within an assigned budget. Perform related work as required.

EXAMPLES OF WORK: *(Any specific position in this class may not include all of the duties listed; nor do the examples listed cover all of the duties which may be assigned.)*

- Counsels business owners on managerial and technical aspects of starting or expanding small businesses; uses start-up package to facilitate the process.
- Advises business owners on state and federal taxes, incorporating process, income/cash flow statements, regulatory environment and human resource management; acts as facilitator with
- Government and regulatory agencies.
- Identifies community and economic development needs through meetings with state, regional, and local government officials, community leaders, and private sector parties, and by collecting relevant economic and demographic data.
- Conducts research on business planning, marketing, financial and legal processes for small business creation and expansion.
- Reviews applications for financial and training assistance; provides technical assistance on application and project development procedures.
- Collaborates with state and federal governmental officials in the development and administration of federal grant-in-aid and/or technical assistance programs.
- Conducts workshops and meetings to advise local officials and other interested parties of programs and trains officials in grant application procedures and grants administration.

- Reviews grant-in-aid applications for accuracy in such areas as financial documentation, environmental impact, public notification, civil rights, engineering review, etc.
- Recommends to superiors the approval of grant requests with highest need priority after review of all applications.
- Serves as a liaison with local development officials, business/community/education and labor leaders to promote labor/management cooperation.
- Develops collateral relationships with federal, state and local governments, chambers of commerce and business and professional associations; shares information on business
- Creation and expansion.
- Works with local and regional developers, as well as, other agency Development Specialist to initiate marketing strategies for recruitment and expansion.
- Works with vendors to procure materials, bid print and promotion jobs.
- Develops relationships with media, press agents and business leaders to establish a positive image for the state.
- Analyzes the financial, operational, managerial and marketing problems of small business and recommends appropriate strategies for change.
- Compiles, analyzes, and disseminates information on national, statewide, and local demographic, economic, market, and developmental conditions and trends.
- Prepares statewide strategic planning studies and related action plans designed to identify opportunities, barriers, and appropriate courses of action for business and infrastructure
- Development.
- Provides technical assistance to regional and local planning and development agencies in the preparation of comprehensive and strategic planning studies.

KNOWLEDGE, SKILLS AND ABILITIES:

- Knowledge of the principles and practices of business administration.
- Knowledge of federal, state and local government regulations on the ownership and operation of small businesses.
- Knowledge of the principles and practices of business administration, demographic, economic, or market research, or state, regional, and community planning.
- Knowledge of research and statistical analysis methods.
- Knowledge of state and federal grant-in-aid and/or technical assistance programs for community and economic development.
- Ability to develop state grant-in-aid and/or technical assistance programs.
- Ability to identify, analyze and recommend solutions for financial, operation, managerial and marketing needs of small business.
- Ability to develop state grant-in-aid and/or technical assistance programs.
- Ability to work effectively with local, regional, and state officials and community leaders to identify community and economic development needs.
- Ability to train local officials and interested parties in grants administration and application procedures.
- Ability to review grant applications and financial records for accuracy and compliance with established guidelines.

- Ability to speak before public meetings to explain state and federal grant-in-aid and/or technical assistance programs.
- Ability to prepare written reports of grant-in-aid and/or technical assistance programs.

MINIMUM QUALIFICATIONS:

Education: Bachelor's degree, typically related to the job family, from a regionally accredited college or university.

Experience: 2 years of full-time or part-time equivalent paid professional experience related to the job family.

Education & Experience Substitution: Master's degree, typically related to the job family, from a regionally accredited college or university may substitute for one year of the required experience. In grants development or grants administration, industrial development, community development, planning, economics, finance, and industrial relations may substitute for one year of the required experience.

CLASS TITLE: Business and Community Development Specialist 2

DISTINGUISHING CHARACTERISTICS:

These positions perform advanced level professional work, resulting in the relocation and expansion of business and industries in the state and/or serves as an economic development representative. Will be responsible for a complex statewide grant project or program or the most complex assignments; development and implementation of new innovative business development strategies, and/or lead work/project leadership responsibility. Some positions may have budgetary responsibilities, typically being responsible to stay within an assigned budget, but may also have input into setting budgets, as well. Perform related work as required.

EXAMPLES OF WORK: *(Any specific position in this class may not include all of the duties listed; nor do the examples listed cover all of the duties which may be assigned.)*

- Counsels business owners on managerial and technical aspects of starting or expanding small businesses; uses start-up package to facilitate the process.
- Advises business owners on state and federal taxes incorporating process, income/cash flow statements, regulatory environment and human resource management; acts as facilitator with government and regulatory agencies.
- Conducts research on business planning, marketing, financial and legal processes for small business creation and expansion.
- Reviews applications for financial and training assistance; provides technical assistance on application and project development procedures.
- Serves as a liaison with local development officials, business/community/education and labor leaders to promote labor/management cooperation.
- Markets the State of West Virginia and its communities to targeted business and industry as defined in the Blueprint of Jobs or as determined by the agency including contacts with targeted business groups, on-site visitations, dissemination of information about West Virginia, follow-up activities, closure, and turnover to the Industrial Development Representatives.

- Acts as a resource for the specific business lead developed during the marketing/prospecting state.
- Works with the research staff to develop target market information and prospect identification through various screening and qualifying activities.
- Develops a complete understanding of the economic, demographic and social data of the state such as transportation systems, manufacturing and industrial facilities, raw materials, utilities, labor force characteristics, community, government and business leadership, schools, financial organizations, and recreation potential.
- Develops and maintains contact with local and national economic development, marketing, civic, business, governmental and association agencies in an effort to ascertain the needs of prospects and the resources available to them.
- Collects and analyzes information on the economic and industrial factors in the area, such as transportation systems, manufacturing and industrial facilities, raw materials, utilities, labor force characteristics, community, governmental and business leadership, schools, recreation facilities, and financial institutions.
- Coordinates economic development partnership activities, meetings and projects at the local level.
- Develops and monitors the use of federal, state and private funds for economic development projects.
- Represents the state at local economic development activities; confers with local media on PARTNERSHIP activities.
- Monitors economic development activities in the geographic region.
- Assists in evaluating potential foreign markets for state products and services.
- Assists in organizing trade missions and in coordinating state participation in foreign trade fairs.
- Assists in developing presentation to foreign officials to stimulate interest in state products and services.
- Advises local industrial development boards, chambers of commerce, business and community leaders on foreign investment opportunities and export potential.
- Assists in providing technical assistance to industrial development representatives on foreign investment and export potential.

KNOWLEDGE, SKILLS AND ABILITIES:

- Knowledge of business marketing principles and techniques, sales management and promotion.
- Knowledge of federal, state and local government regulations on the ownership and operation of small businesses.
- Knowledge of the principles and practices of business administration, demographic, economic, or market research, or state regional, and community planning.
- Knowledge of markets and outlets for state products and services.
- Knowledge of the production, manufacturing and distribution requirements of major industries.
- Knowledge of the factors influencing business expansion and location.
- Knowledge of the economic business, demographic, and social structure of the state.

- Knowledge of the regulatory and taxation environment of the state.
- Knowledge of the factors influencing the expansion and location of businesses.
- Ability to interact tactfully and easily with local, national and international corporate executives, industrial and governmental officials and the public.
- Ability to develop economic development strategies for the state or product area.
- Ability to represent the agency and state at the state, national and international level.
- Ability to work effectively under pressure.
- Ability to read, comprehend and analyze technical materials relating to business and industry, natural resources and trade regulations.
- Ability to speak effectively before state, national and international groups to promote the state.

MINIMUM QUALIFICATIONS:

Education: Bachelor’s degree, typically related to the job family, from a regionally accredited college or university.

Experience: 4 years of full-time or part-time equivalent paid professional experience related to the job family.

Education & Experience Substitution: Master’s degree, typically related to the job family, from a regionally accredited college or university may substitute for one year of the required experience.

CLASS TITLE: Business and Community Development Specialist 3

DISTINGUISHING CHARACTERISTICS:

These positions perform complex advanced level work in economic development, resulting in the relocation and expansion of business and industries in the state and/or serves as an economic development representative. They may be responsible for a specific geographic region or project at the appropriate level or in a product specialty area. They may have budgetary responsibilities and some may oversee grants. Some positions may have supervisory responsibilities. Extensive state, national and international travel may be required. Perform related work as required.

EXAMPLES OF WORK: *(Any specific position in this class may not include all of the duties listed; nor do the examples listed cover all of the duties which may be assigned.)*

- Performs complex and sensitive marketing of the state and its communities to targeted business and industry as defined in the Blueprint for Jobs or as determined by the agency including contacts with targeted business groups, on-site visitations, dissemination of information about West Virginia, follow-up activities, closure, and turnover to the Business and Community Development Specialists.
- Acts as a resource for the specific business lead developed during the marketing/prospecting stage.

- Supervises the identification of community and economic development needs through meetings with state, regional, and local government officials and community leaders, and private sector parties, and by collecting relevant economic and demographic data.
- Supervises the development of state and federal grant-in-aid and/or technical assistance programs to meet community and business needs by designing program guidelines, eligibility criteria and application forms, identifies and develops staff training programs.
- Collaborates with state and federal government officials in the development and administration of federal grant-in-aid and/or technical assistance programs.
- Plans and develops advertising and promotional materials for trade publications, trade shows and exhibits which require professional marketing and promotional procedures and techniques.
- Represents the state at local and national business and manufacturing exhibitions and trade shows to promote the business development efforts of the state.
- Collects and analyzes complex information on the economic and industrial factors in the area, such as transportation systems, manufacturing and industrial facilities, raw materials, utilities, labor force characteristics, community, governmental and business leadership, schools, recreation facilities, and financial institutions.
- Develops and maintains contacts with local, regional, national and international industrial developers, chambers of commerce, governmental leaders, business leaders and community organizations to ascertain the economic and industrial needs of prospective clients and the availability of facilities and resources to meet those needs.
- Supplies prospective industrial clients with economic and demographic data on available land, facilities and financing to encourage location or expansion of industry in the state.
- Evaluates potential foreign markets for state products and services.
- Organizes trade missions and in coordinating state participation in foreign trade fairs.
- Develops presentations to foreign officials to stimulate interest in state products and services.
- Acts in a consultant role to industrial development representatives on foreign investment and export potential.
- Conducts workshops and meetings to advise local officials and other interested parties of programs and trains officials in grant application procedures and grant administration.
- Reviews grant-in-aid applications for accuracy in such areas as financial documentation, environmental impact, public notification, civil rights, engineering review, etc.
- Recommends to superiors the approval of grant requests with highest need priority after review of all applications.
- Supervises staff monitoring of the local administration of state and federal grants to assure compliance with grant requirements.
- Oversees the close-out audit at termination of grant to assure grant funds were properly spent and appropriate records maintained.
- Prepares both verbal and written reports regarding project progress.
- Provides supervision, leadership and technical advice to other personnel.
- Identifies and develops staff training programs.

KNOWLEDGE, SKILLS AND ABILITIES:

- Knowledge of business marketing principles and techniques, sales management and promotion.
- Knowledge of markets and outlets for state products and services.
- Knowledge of the field of economic development.
- Knowledge of the production, manufacturing and distribution requirements of major industries.
- Knowledge of the factors influencing business expansion and location.
- Knowledge of the economic business, demographic, and social structure of the state.
- Knowledge of the regulatory and taxation environment of the state.
- Knowledge of the factor influencing the expansion and location of businesses.
- Knowledge of state and federal grant-in-aid and/or technical assistance programs for community and economic development.
- Ability to supervise the work of others.
- Ability to develop state grant-in-aid and/or technical assistance programs.
- Ability to work effectively with local, regional, and state officials and community leaders to identify community development needs.
- Ability to train local officials in programs available.
- Ability to review grant applications and financial records for accuracy and compliance with established guidelines.
- Ability to interact tactfully and easily with local, national and international corporate executives, industrial and government
- Ability to interact tactfully and easily with local, national and international corporate executives, industrial and government officials, and the public.
- Ability to develop economic development strategies for the state or product area.
- Ability to represent the agency and state at the state, national and international level.
- Ability to work effectively under pressure.
- Ability to read, comprehend, and analyze technical materials relating to business and industry, natural resources and trade regulations.
- Ability to speak effectively before state, national and international groups to promote the state.

MINIMUM QUALIFICATIONS

Education: Bachelor's degree, typically related to the job family, from a regionally accredited college or university.

Experience: 5 years of full-time or part-time equivalent paid professional experience related to the job family.

Education & Experience Substitution: Master's degree, typically related to the job family, from a regionally accredited college or university may substitute for one year of the required experience.

CLASS TITLE: Business and Community Development Director

DISTINGUISHING CHARACTERISTICS:

These positions direct and manage the State's economic development programs of the West Virginia Development Office. They plan and direct the overall operations of the programs. Perform related work as required.

EXAMPLES OF WORK: *(Any specific position in this class may not include all of the duties listed; nor do the examples listed cover all of the duties which may be assigned.)*

- Administers a vast array of federal and state grant-in-aid programs designed to affect the broad scope of community development activity.
- Acts as liaison between state, federal and local agencies and interprets federal grant-in-aid programs to the Legislature and the Governor's Office.
- Directs the state's community development planning program, develops agency policies, and works with federal agencies to insure that funding is consistent with state goals and objectives and in conformance with federal requirements.
- Establishes policies and programs for industrial development, marketing, partnership for progress programs, international trade and research.
- Provides technical assistance to the program directors in any area involving industrial and business development such as economic development financing, small business development community development, labor-management and training.
- Manages international trade staff to create and implement an annual export promotion services program including trade shows, missions, counseling, recognition.
- Oversees the development the annual plans and the ongoing business development activities of the International Offices. Assists with project development, works to close deals, resolve problems, and suggests new approaches.
- Creates business development programs, strategies and activities intended to improve and enhance the state's international business development efforts.
- Manages the overall operations of the West Virginia Small Business Development Center.

KNOWLEDGE, SKILLS AND ABILITIES:

- Knowledge of basic business laws and principles.
- Knowledge of basic economic development practices and procedures.
- Knowledge of federal and state economic development programs as well as regulations and codes.
- Knowledge of federal codes and manuals dealing with specific community development programs.
- Knowledge of budgetary and fiscal procedures.
- Knowledge of the programs and procedures for federal funding.
- Ability to evaluate economic development markets, trends and opportunities.
- Ability to develop and manage the activities of the professional and support staffs.
- Ability to coordinate budget, fiscal and personnel functions of the division office and the programs.
- Ability to develop and manage the activities of the professional and support staffs.

- Ability to establish and maintain effective working relationships with subordinate staff or state and federal government officials.

MINIMUM QUALIFICATIONS:

Education: Bachelor's degree, typically related to the job family, from a regionally accredited college or university.

Experience: 6 years of full-time or part-time equivalent paid professional experience related to the job family.

Education & Experience Substitution: Master's degree, typically related to the job family, from a regionally accredited college or university may substitute for one year of the required experience.

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