

**Town of Brunswick**  
**Position Description**  
**FLSA: Exempt**

**Position Title:** Director of Economic and Community Development

**Department:** Administration

**Reports To:** Town Manager

**GENERAL SUMMARY:**

Operating in accordance with applicable laws, policies, and procedures, and with considerable independence and discretion, performs high-level professional work in the development, implementation, and administration of a wide variety of economic and community development initiatives and activities. Provides leadership on complex projects and collaborates with municipal departments and the Town's economic and community development partners. Promotes the Town's development opportunities and advantages, and engages with the businesses and stakeholders. Serves as the Town's liaison to a variety of organizations.

**ESSENTIAL FUNCTIONS:**

- Prepares, or assists in the preparation of short and long-term economic and community development plans, studies, reports, and recommendations.
- Develops, or assists in developing, promotional materials and marketing strategies. Promotes Brunswick through presentations, correspondence, and the use of various print and electronic media, and social media.
- Builds and maintains relationships, and collaborates with business owners, organizations, prospects, and clients in efforts to attract or encourage capital investment in the Town for the benefit of tax base expansion, and job creation and retention.
- Conducts business outreach and visitation programs for business recruitment, expansion, or retention. Assists businesses in navigating the Town's application, permitting and licensing processes.
- Serves as a point of contact to coordinate resources and services, with other local, regional, state and federal business development agencies and educational institutions; as well as to receive and respond to municipal government issues affecting business operations.
- Monitors economic and community development opportunities. Maintains current knowledge of economic trends and patterns to direct economic development to appropriate community areas with supporting infrastructure. Assists Planning Department staff to identify areas suitable for commercial and industrial use. Advises the Town Manager, Town Council, and community regarding major development proposals in or affecting Brunswick. Represents the Town before business groups and organizations and serves on boards as directed. Facilitates public meetings.

- Researches and proposes tax improvement and tax increment financing opportunities for the Town. Develops or assists in developing or reviewing tax increment financing proposals and loan programs. Works with the Town's general and bond counsels.
- Researches and develops funding proposals for economic development grant and loan programs offered through public and private sources. Ensures compliance with grant requirements.
- Serves as the Town's representative and liaison with the Brunswick Downtown Association (BDA). Collaborates with BDA in the development and administration of programs, services, and advocacy for downtown Brunswick. Serves as the Town's primary contact for the Brunswick Station Visitors Center.
- Serves as the Town's liaison to the Midcoast Regional Redevelopment Authority (MRRRA), and collaborates with MRRRA on redevelopment efforts, public benefit conveyances, property tax assessment, and municipal services. Regularly attends and reports on MRRRA meetings, events and activities.
- Coordinates, and collaborates on, requests for assistance, in conjunction with assistance service providers and associations (Department of Economic and Community Development (DECD), Midcoast Economic Development District (MCEDD), Finance Authority of Maine (FAME), Coastal Enterprise Inc. (CEI), Small Business Administration (SBA), and others).
- Provides project management leadership for business and economic development projects, as directed by the Town Manager.
- Negotiates and manages professional service contracts, property sales or acquisitions, and economic development negotiations.
- Serves as a member of the Town's administrative management team by participating in organizational development activities, training, strategic and comprehensive planning, problem-solving and other management programs as needed.
- Develops and administers the annual department budget, including program estimates and revenue projections. Monitors expenditures and revenues to ensure efficient and effective use of available resources in the department.
- Provides primary staff support to the Brunswick Development Corporation (BDC), working with prospective business clients and presenting business loan and grant assistance proposals for review and approval.
- Maintains personal professional development in own field of expertise by attending related training seminars and actively participating in professional associations.

#### **OTHER DUTIES AND RESPONSIBILITIES:**

- Performs related duties as required.

## **SKILLS/EXPERIENCE/TRAINING REQUIRED:**

- Requires knowledge of business or public administration equivalent to completion of a 4-year college degree, plus at least five or more years of executive experience in business planning and development or managerial work in government or private organizations, or equivalent combination of education and experience.
- Knowledge of business financing concepts and tools to effectively evaluate plans and proposals that contain financial and economic data or implications.
- Ability to analyze complex issues and problems, evaluate alternative solutions and develop sound conclusions; exercise sound, expert independent judgment within general policy guidelines; and to make recommendations regarding appropriate courses of action.
- Ability to develop clear, concise, and comprehensive reports and public presentations and effectively communicate in writing and orally.
- Ability to understand, interpret, explain and apply federal, state and local law and regulations governing economic and community development.
- Ability to analyze and compile data, and successfully implement and manage public financing, business development, workforce training programs, and economic development projects.
- Expertise and skill in the various stages of the grant process, including development, writing, and administration.
- Ability to develop and deliver pro-active promotion and marketing materials.
- Ability to manage complex, long-term projects in order to complete them in a timely, efficient, and effective manner. Skill in establishing priorities, organizing work and developing short-term and long-range plans.
- Excellent negotiation skills with the goal of achieving win-win situations, as well as excellent computer, presentation and written communication skills. Website and marketing experience desired.
- Familiarity with various ordinances, codes and regulations pertaining to planning, zoning and permitting. Familiarity with real estate terminology, laws, practices, principles, and regulations.
- Ability to establish and maintain effective working relationships with the general public, public officials, administrators, employees, public and private organizations and businesses. Excellent customer service skills.
- Proficiency in personal computer usage including word processing, spreadsheet, presentation and database software (preferably Microsoft Office). Familiarity with desktop publishing applications and Geographical Information Systems (GIS).
- Excellent records management skills and the ability to maintain confidentiality.
- Knowledge of budget preparation and administration, and the ability to effectively prepare and monitor budget allocations and the efficient use of financial resources.
- Valid Maine Driver's license.

**SUPERVISORY RESPONSIBILITIES:**

- May supervise temporary, seasonal or administrative assistant positions.

**WORKING CONDITIONS/PHYSICAL DEMANDS:**

Normal office environment. Minimal physical effort required; normally seated with freedom of movement on a regular basis, operating office machines and handling light materials and supplies. Regularly operates a desktop computer, requiring hand-eye coordination and finger dexterity; and routinely communicates face-to-face and on the telephone. Frequent extended hours. Work involves occasional travel and off-site meetings.

The above statements are intended to describe the general nature and level of work being performed by people assigned to do this job. The above is not intended to be an exhaustive list of all responsibilities and duties required.

**\*External and internal applicants, as well as position incumbents who become disabled as defined under the Americans with Disabilities Act, must be able to perform the essential job functions (as listed) either unaided or with the assistance of a reasonable accommodation to be determined by management on a case-by-case basis.\***

SIGNED: \_\_\_\_\_

DATE: \_\_\_\_\_