

COMMUNITY ECONOMIC DEVELOPMENT COORDINATOR

QUALIFICATIONS:

County Values: All employees of Ontario County are expected to uphold and exhibit the County's shared values and behaviors to achieve the County's Vision and Mission.

MINIMUM QUALIFICATIONS: Either:

1. Possession of a Bachelor's Degree, or higher, in Business Administration, Marketing, Communications, Journalism, Public Relations, Public Administration, Urban Planning, Political Science, or closely related field, AND one (1) year full-time experience, or its part-time equivalent, in business, economic development, planning, public administration, tourism promotion, or grant writing; OR
2. Possession of an Associate's Degree in Business Administration, Marketing, Communications, Journalism, Public Relations, Public Administration, Urban Planning, Political Science, or closely related field, AND three (3) years full-time experience, or its part-time equivalent, in business, economic development, planning, public administration, tourism promotion, or grant writing.

SPECIAL NOTE: EDUCATION: Your degree must have been awarded by a college or university accredited by a regional, national, or specialized agency recognized as an accrediting agency by the U.S. Department of Education/U.S. Secretary of Education. If your degree was awarded by an educational institution outside the United States and its territories, you must provide independent verification of equivalency. A list of acceptable companies who provide this service can be found on the Internet at <http://www.cs.ny.gov/jobseeker/degrees.cfm>. You must pay the required evaluation fee.

DISTINGUISHING FEATURES OF THE CLASS: These duties involve the performance of professional work to promote economic growth and community revitalization within Ontario County. The work focuses on coordinating activities and programs that enhance downtown development, small business growth, and public engagement in alignment with County initiatives. Responsibilities include administering grant programs, developing marketing materials, maintaining databases, and organizing educational workshops for local businesses. The incumbent of this position would be expected to work some evenings and weekends related to events. The position requires independent judgment, initiative, and the ability to establish strong relationships with diverse stakeholders. Work is performed under the direct supervision of the Economic Developer. Does related work as required.

TYPICAL WORK ACTIVITIES: (Illustrative only)

Researches and identifies appropriate funding sources for municipal planning, historic and downtown building renovations, streetscape enhancements, and business attraction;
 Assists with the administration of successful grant awards for the County or the Municipalities through activities such as but not limited to designated downtown maps, updating and maintaining community specific planning and zoning guidelines and regulations;
 Markets and administers downtown improvement programs;
 Maintains current pictorial inventory of buildings for each designated downtown;
 Maintains a current database of contact information for all building and business owners;
 Updates marketing materials including Ontario County Economic Development department web content in collaboration with municipal and economic development partners;
 Develops and delivers annual classes or series of workshops to assist startup or expanding businesses;
 Develops and delivers regularly scheduled seminars for small business owners;
 Refers leads to other providers when appropriate (SBDC, Chamber of Commerce, etc.);
 Meets with entrepreneurs to discuss business start-ups, available locations, and other specific needs;
 Provides one-on-one assistance to entrepreneurs when necessary;

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TYPICAL WORK ACTIVITIES: (Continued)

Provides regular program updates to Ontario County Economic Development Corporation (OCEDC) and Ontario County Industrial Development Agency (OCIDA);
Promotes revitalization efforts through continuous public outreach for program application planning and input;
Creates, maintains, and updates various forms of social media including but not limited to the agency's website and Facebook;
Maintains communications with local and state elected officials and stakeholders;
Attends appropriate meetings/ conferences to promote the Downtown Partnership and advocate for improved community revitalization programs with local, state, and federal representatives.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

Thorough knowledge of the agency and/or department's mission, initiatives, procedures, policies, and goals; good knowledge of the techniques of effective public speaking; good knowledge of the proper methods of the presentation and distribution of information; good knowledge of the principals and practices of community relations; good knowledge of social media platforms; working knowledge of the community needs and community resources; ability to establish and maintain effective working relationships with a wide variety of people; ability to operate a personal computer and utilize a variety of software programs including those related to community engagement and Microsoft Office Suite; ability to work with and serve a divergent local community in a courteous, tactful, and effective manner; ability to work with a team or group; ability to collect, organize, analyze, interpret, and report data and information; ability to communicate effectively both orally and in writing; good judgement; initiative; physical condition commensurate with the demands of the position.

APPROVED: 12/16/24

CIVIL SERVICE CLASSIFICATION: COMPETITIVE

JURISDICTIONS: ECONOMIC DEVELOPMENT

ONTARIO COUNTY DEPARTMENT OF HUMAN RESOURCES