



City of Milford  
Economic Development and Community  
Engagement Administrator  
Pay Grade: 10

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**Employment Status:** Full-Time

**FLSA Status:** Exempt

**Experience Required:** Minimum of five (5) years' progressively responsible experience in marketing, public relations, business, planning, community development, economic development, or related field. American Institute of Certified Planners (AICP), Certified Economic Developer (CEdD), or Economic Development Finance Professional (EDFP) is preferred. NIMS (National Incident Management System) ICS-100, ICS-200, ICS-300, FEMA IS-700 and FEMA IS-800 training. Possession and retention of a valid motor vehicle operator's license issued by the State of Delaware is required. Must pass pre-employment testing for substance abuse, criminal background, motor vehicle driver's license history, and a pre-employment physical. Subject to random drug and alcohol testing in accordance with City policy.

**Minimum Education Requirements:** Bachelor's Degree in Marketing, Public Relations, Business, Public Administration, Planning, or related field.

**Direct Supervisor:** City Manager

**Supervisory Responsibility:** N/A

**Primary Work Location:** Office setting

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**Job Summary:** The Economic Development and Community Engagement Administrator is responsible for planning, directing, and managing comprehensive economic development and business assistance programs for the City. This role involves close collaboration with the business community and civic organizations to foster growth and development. Additionally, the Economic Development and Community Engagement Administrator serves as the City's designated Public Information Officer, managing communication and engagement with the public.

The Economic Development and Community Engagement Administrator shall be committed to the mission, vision and values of the City and demonstrate such through ethical conduct, community stewardship, individual initiative, and responsive service. The Economic Development and Community Engagement Administrator shall demonstrate leadership, management and technical skills through effective communication and collaboration, proper use of team resources, progressive decision-making, personal accountability, and responsibility.

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**Supervision Received:** Work is performed under the general supervision of the City Manager.

**Essential Job Functions:**

An employee in this position may be called upon to do any or all of the following essential duties:

- **Website & Economic Development Content Management:** Maintains the City website, ensuring that Economic Development information is current and accessible.
- **Public Information Leadership:** Serves as the Public Information Officer for the City.
- **City Marketing Strategy:** Develops and implements a marketing plan to promote Milford as Rivertown, Art Town, and Hometown.
- **Business & Developer Liaison:** Acts as a liaison between businesses, developers, and City staff to overcome obstacles and foster growth.
- **Economic Incentive Programs:** Develops and promotes Specific Economic Development Incentive Programs (SEDIPs) as approved by City Council.
- **Targeted Business Promotion:** Crafts marketing strategies and conducts cold calls to attract specific businesses and promote opportunities in Milford.
- **Site Selector Relations:** Cultivates relationships with and responds to inquiries from site selectors considering Milford.
- **Utility Services Communication:** Coordinates with the Public Works Department and



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Customer Service Division to create brochures detailing utility services for new and existing customers.

- **Business Community Engagement:** Collaborates with relevant City Departments to address diverse requests from the business community.
- **Media Relations & Public Communications:** Issues news releases on City activities and events and maintains regular communication with media representatives.
- **Economic Development Planning:** Develops an Economic Development Plan for integration into the City's Comprehensive and Strategic Plans.
- **Regional Business Outreach:** Surveys regional businesses and provides regular updates to ensure alignment with City objectives.
- **Business Retention Strategy:** Develops a plan to assist local businesses with daily operations and challenges.
- **Corporate & Small Business Outreach:** Acts as a liaison with corporations and small businesses to sustain Milford's reputation as a business-friendly community.
- **Grant Administration:** Applies for and administers grants to enhance Milford's economic growth prospects.
- **External Partnerships & Collaboration:** Collaborates with local economic development organizations and associations to promote Milford and engage with companies considering relocation or expansion.
- **Zoning & Land Development Evaluation:** Evaluates zoning and land development regulations, recommending policy changes to support economic growth.
- **Resident Relocation Package Development:** Develops and maintains a relocation package to attract new residents to Milford.
- **Stakeholder Engagement:** Addresses stakeholder complaints, questions, and ideas, and responds to requests for information or ordinance explanations.
- **Economic Development Community Liaison:** Serves as a liaison with the economic development community and various organizations to address issues and challenges in a dynamic economic climate.

### **Essential Functions, Qualifications, & Knowledge, Skills, and Abilities (KSA) for Employment:**

An employee in this class must have the following knowledge, skills, and abilities upon application:

#### **Knowledge**

- Principles and practices of government organizations and applicable law, theory, and applications; local government structure and operation, including budgetary procedures.
- Researches methodology and statistics, modern management practices; financial management, banking, and real estate practices.
- Community development projects, policies, and procedures. Grant writing, research, and budget development.
- Redevelopment laws and processes; local government revenue sources and tax increment financing.

#### **Skills**

- Time management.
- Multi-tasking.
- Able to understand written and oral communication.
- Public relations; makes presentations and drafting reports.



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**Abilities**

- Establishes and maintains effective working relationships with citizens, business owners, developers, financiers, and other government agencies.
  - Adherences to all applicable Federal and State safety laws, rules and regulations and City safety policies/procedures.
  - Comprehends community growth patterns, trends in land use and community needs to promote sustainable community development.
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**Signatures / Date**

- I have read the job description for my position. I understand and accept the requirements as stated.
- I have read the job description for my position. I would like to have a second review of the job description with my manager and human resources.

City Manager: \_\_\_\_\_

Employee: \_\_\_\_\_

Human Resources Director: \_\_\_\_\_