



Job Description – Economic Development Director

Job Title:	Economic Development Director	Department:	Economic Development
Grade:	Open	FSLA Status	Exempt
Salary Range:	Open	Position Type:	Full Time
Reports To:	City Manager	Directs:	Economic Development, Main Street and Marketing/Tourism

Applications Accepted By:

E-MAIL:

humanresources@palestine-tx.org

Subject Line:

Attention: Human Resources/ Job Title

MAIL OR IN PERSON: (MONDAY- FRIDAY; 8A-5P)

City of Palestine Human Resources

504 North Queen

Palestine, Texas 75801

(903)731-8421

Job Description

OBJECTIVE

THE INTENT OF THIS POSITION DESCRIPTION IS TO PROVIDE A REPRESENTATIVE SUMMARY OF THE MAJOR DUTIES AND RESPONSIBILITIES PERFORMED BY INCUMBENT(S) IN THIS POSITION. INCUMBENT(S) MAY NOT BE REQUIRED TO PERFORM ALL DUTIES IN THIS DESCRIPTION AND INCUMBENT(S) MAY BE REQUIRED TO PERFORM POSITION-RELATED TASKS OTHER THAN THOSE SPECIFICALLY LISTED IN THIS DESCRIPTION

To plan, direct, manage and oversee the activities and operations of the Palestine Economic Development Corporation (PEDC) which includes Economic Development, Marketing/Tourism and Main Street Programs; to coordinate assigned activities with other city departments and outside agencies; and to provide support to the City Manager. The PEDC Director is responsible for facilitating, promoting and ensuring economic development in order to secure opportunities for economic growth and business development, and increase employment and population. The PEDC Director with the assistance of the Palestine Economic Development Board will develop, coordinate, and implement a comprehensive master plan relating to economic development in the area and advance the general welfare and economic prosperity in the surrounding area.

ESSENTIAL JOB FUNCTIONS.

Essential functions, as defined under the Americans with Disabilities Act may include, but are not limited to, the following tasks, knowledge, skills, and other characteristics. **(This list of tasks is ILLUSTRATIVE ONLY and is not a comprehensive listing of all functions and tasks performed by positions in this class.)**

- Manage the development and implementation of PEDC goals, objectives, policies, and priorities for each assigned service area; consult with the City Manager and other city officials in the development of overall policies and procedures to govern the activities of the department.
- Plan strategies to attract new businesses through an aggressive outreach to identify customers and/or prospects and encourage expansion and retention of existing businesses to promote a stronger economic base.
- Oversee economic development programs for the city; direct the research, analysis and evaluation of technical information to determine feasibility and economic impact of proposed industrial



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expansions and developments.

- Contact and market the city to outside agencies and enterprises. (i.e. private investors, developers, realtors, etc.); conduct tours of industrial and commercial sites and available facilities; gather business related data and demographics and develop marketing materials.
- Coordinate economic development negotiations with the City Manager, PEDC Board, County Judge and Commissioners
- Recommend and administer policies and procedures. Direct the research, analysis and evaluation of technical information to determine feasibility and economic impact of proposed industrial expansions and developments.
- Establish, within city policy, appropriate service and staffing levels; monitor and evaluate the efficiency and effectiveness of service delivery methods and procedures; allocate resources accordingly.
- Coordinate the activities of the Palestine Economic Development Board and non-profit Development Corporation.
- Oversee and coordinate the development and administration of the PEDC budget; approve the forecast of funds needed for staffing, equipment, materials, and supplies; approve expenditures and implement budgetary adjustments as appropriate and necessary. Take any recommended changes before the PEDC Board and City Council for approval.
- Review grant applications; actively identify and pursue additional sources of funding for the department's programs; develop financing alternatives.
- Explain, justify and defend PEDC programs, policies, and activities; negotiate and resolve sensitive and controversial issues.
- Represent the PEDC and act as a liaison to other city departments, elected officials and outside agencies; coordinate activities with those of other departments and outside agencies. Brief and advise appropriate parties regarding economic development projects in person and through written reports.
- Provide staff assistance to the City Manager; participate on a variety of boards, commissions and committees; plan and coordinate department activities with the City Manager; prepare and present staff reports and other necessary correspondence.
- Evaluate program effectiveness.
- Represent the PEDC Board at various local, regional, state, and national meetings.
- Assist in retaining current and securing additional funding sources.
- Develop a comprehensive marketing plan that coordinates the images and stories of the PEDC, Main Street, and Marketing/Tourism divisions.

OTHER IMPORTANT JOB FUNCTIONS

- Operational characteristics, services and activities of comprehensive economic development programs.
- Modern and complex principles and practices of public sector management.
- Organizational and management practices as applied to the analysis and evaluation of programs, policies and operational needs.



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- Methods and techniques of effective grant application and proposal preparation.
- Advanced principles and practices of municipal budget preparation and administration.
- Principles of supervision, training and performance evaluation.
- Management skills to analyze programs, policies and operational needs.
- Pertinent Federal, State and local laws, codes and regulations.
- Principles and practices of program development and administration.
- Plan, organize, direct and coordinate the work of lower level staff.
- Select, supervise, train and evaluate staff.
- Delegate authority and responsibility.
- Lead and direct the operations, services and activities of the Economic Development Department.
- Identify and respond to community and City Council issues, concerns and needs.
- Develop and administer departmental goals, objectives, and procedures.
- Prepare clear and concise administrative and financial reports.
- Prepare and administer large and complex budgets.
- Analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations in support of goals.
- Research, analyze, and evaluate new service delivery methods and techniques.
- Interpret and apply Federal, State and local policies, laws and regulations.
- Prepare and administer state and federal grants.
- Communicate clearly and concisely, both orally and in writing.
- Establish and maintain effective working relationships with those contacted in the course of work including city officials, employees, business leaders, civic groups, and the general public.
- Other duties as assigned.

ACCEPTABLE EXPERIENCE AND TRAINING

- Four years of increasingly responsible experience in economic development or public administration including two years of management and administrative experience.
- Equivalent to a Bachelor's degree from an accredited college or university with major course work in economic development, marketing, urban planning, public administration, business administration, economics or related field.

CERTIFICATIONS AND LICENSES REQUIRED

Must possess a Valid Texas motor vehicle driver's license.

Certified Economic Developer certification (CECd) preferred.

PHYSICAL DEMANDS

May be subject to sitting for long periods of time. Standing and walking and lifting objects weighing up to 25pounds.



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CONDITIONS OF EMPLOYMENT

Must pass a pre-employment drug screen and/or physical exam. Employees are subject to random drug/alcohol testing throughout their employment.

Must have and maintain a satisfactory driving record.

Regular attendance is required.

ADDITIONAL INFORMATION

This job description is not intended to be construed as an exhaustive list of responsibilities, duties and skills required. City management has exclusive rights to alter this job description at any time without notice. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. This document does not create an employment contract, implied or otherwise, other than an 'at-will' relationship.

The City of Palestine affords equal employment opportunity to all individuals regardless of race, color, national origin, gender, gender identity, religion, age, disability, veteran status, or sexual orientation or other protected status.

Your application is part of the review process; be sure it is complete. If attaching a resume, all information requested on the application form must also be completed (i.e. writing “see resume” is not sufficient).

Reviewed By:	PEDC Board	Date:	September 5, 2019
Approved By:	Teresa Herrera	Date:	01/22/2022
Last Updated By:	Lisa Cariker	Date/Time:	10/19/2021
Received By:		Date:	