



Job Description –PEDC Business Intelligence & Marketing Analyst

Job Title:	Business Intelligence & Marketing Analyst	Department:	Palestine Economic Development Corporation
Group:	15	FSLA Status	Non-Exempt
Minimum Salary:	\$46,919	Position Type:	Full-Time
Reports To:	PEDC Director	Directs:	n/a
Applications Accepted By:			
E-MAIL: hrdirector@palestine-tx.org Subject Line: Attention: Human Resources/ Job Title		MAIL OR IN PERSON: (MONDAY- FRIDAY; 8:00AM – 5:00PM) City of Palestine Human Resources 504 North Queen Palestine, Texas 75801 (903)731-8421	
Job Description			
<p>OBJECTIVE</p> <p><i>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</i></p> <p>SUMMARY</p> <p>Under the general direction of the Director of Economic Development, the BIMA will conduct research, analysis, and planning to support key initiatives in economic development, industry recruitment, and talent creation/attraction. This individual should excel at telling Palestine’s “story” from an economic perspective, building relationships in the Palestine business community and with regional EDC partners, and pursuing marketing initiatives on a local, regional, and national scale.</p> <p>ESSENTIAL JOB FUNCTIONS</p> <p>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.)</p> <ul style="list-style-type: none"> • Works with Director of Economic Development to develop and implement business attraction strategies and comprehensive marketing campaigns (both internal and external) aimed at target markets, industries, and community members. • Works with Director of Economic Development to develop responses to Requests for Information (RFI), as assigned, from the Office of the Governor – Economic Development and Tourism Division, site selection consultants, brokers, developers, prospective businesses, and other lead generation sources by researching and maintaining data on demographics, utilities, education, and community attributes. 			



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- Works with Director of Economic Development to develop and maintain the existing database of existing Palestine businesses within the Wavteq Amplify system and develop/implement a proactive business retention & expansion program with established goals for business visits and outreach.
- Works with Economic Development Administrative Assistant to prepare content for the PEDC's website and associated social media outlets, facilitating external communication and engagement.
- Performs other duties as assigned or required.

OTHER IMPORTANT JOB FUNCTIONS, KNOWLEDGE, AND SKILLS:

- Manages economic development projects, as assigned, requiring planning, follow-up and/or coordination with other City departments.
- Works with Director of Economic Development to oversee various Economic Development Performance Agreements between the City, PEDC, and businesses to ensure that terms and obligations are met.
- Assists with background research/analysis on contract development, development agreements, and incentives.
- Interacts with various government agencies to obtain financial and legislative information.
- Maintains knowledge by continuing professional educations and staying up to date on new concepts and innovations in the field of public management and local government service delivery.
- Compiles and prepares detailed reports, databases, and presentations on industry sectors, market trends, and general demographics.
- Represents the community professionally and positively with business leaders to promote Palestine as a place to conduct business.
- Establish and maintain effective working relationships.
- Skill in researching and interpreting relevant data.
- Strong verbal and written communication skills
- Skill in interpersonal relationships, including using tact, patience, and courtesy.
- Ability to support controversial positions, negotiate sensitive issues, and/or presentations.
- Good organizational skills
- Ability to work effectively in collaborative teams, including teams from other departments and organizations.
- Familiarity with applicable state and federal regulations.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this job, the employee is regularly required to sit; use hands; talk and hear.
- The employee is frequently required to walk, sit, and reach with hands and arms.
- The employee must occasionally lift and/or move up to 25 pounds.
- Specific vision abilities required by this job include close vision.



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QUALIFICATIONS AND EDUCATION REQUIREMENTS

- Bachelor’s degree in business administration, Economics, Public Administration, Finance, Accounting, or a related field, and 1-2 years of progressive experience in economic development; *OR*
- 2 to 4 years of progressive experience in economic development or related field
- Must demonstrate willingness to complete Basic Economic Development Course through TEEX/TEDC within one year of employment (unless already completed)
- Social Media & Microsoft Office experience

PREFERRED CERTIFICATIONS AND LICENSE QUALIFICATIONS

- Basic Economic Development Course Certification

CONDITIONS OF EMPLOYMENT

Must pass a pre-employment drug screen and background check. Employees in safety sensitive positions are subject to random drug/alcohol testing throughout their employment.

Valid Texas Class C Driver’s License

Must have and maintain a satisfactory driving record.

REGULAR ATTENDANCE IS REQUIRED.

Employees in Essential Services Positions will be required to provide services in the course and scope of their employment for the benefit of the public during emergency situations that threaten the safety of Palestine’s citizens.

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:	Christophe Trahan	Date:	October 2, 2023
Approved By:	Lisa Cariker	Date:	October 2, 2023
Last Updated By:	Christophe Trahan	Date/Time:	10/02/2023
Received By:		Date:	