

ECONOMIC DEVELOPMENT AIDEDEFINITION

Under general supervision, assists in the planning, promotion, marketing and program development activities of the Community Development Agency.

ESSENTIAL FUNCTIONS INCLUDE BUT ARE NOT LIMITED TO

Conducts business retention interviews; conducts research and prepares statistical and narrative reports; presents information and incentives to businesses considering relocation or expansion to Santa Ana; generates financial reports; reviews regulations and grant contract provisions; assists with monitoring City and contractor compliance; researches demographic and financial information to prepare written responses; maintains and updates various economic development publications by contacting appropriate government agencies, real estate brokers, and/or building owners; maintains active involvement in business-related organizations; may attend and facilitate civic organizations and prepare meeting summaries; researches and prepares status reports for inter- agency use; reviews available properties for business specifications; performs other functions as assigned.

DISTINGUISHING FEATURES OF THE CLASS

This is an entry-level position in the Economic Development Division. The incumbent in this class performs basic research, maintains one or more databases, and assists the Manager and the Economic Development Specialists in the implementation of various business retention and attraction programs. This class is distinguished from the next higher class of Economic Development Specialist I by the level of complexity of the work assignments, and responsibilities.

RECOMMENDED MINIMUM QUALIFICATIONS

Education and experience equivalent to two years of college coursework in political science, economics, geography, business or public administration or a related field and two years experience in an economic development corporation or similar agency which included utilizing computer spreadsheets. Graduation from a four year college with a degree in a related field may be substituted for the experience or any equivalent combination of training and experience which provides the following knowledge, skills, and abilities.

DESIRABLE KNOWLEDGE, SKILLS AND ABILITIES

Knowledge of: municipal organizations and functions; concepts and techniques involved in promoting commercial/industrial development programs; governmental resources, programs and processes pertaining to urban redevelopment and economic development.

Skill in: the use of a computer and in the use of Microsoft computer software applications.

Ability to: assemble, organize, analyze, interpret, and make sound recommendations from factual information; develop and present clear, concise research findings and conclusions; communicate effectively both orally and in writing; establish and maintain effective working relationships with business clients, government officials, leaders of community and non-profit organizations, fellow employees and others contacted in the course of employment.

DESIRABLE CHARACTERISTICS

The successful performer is an excellent communicator who enjoys providing information to individuals and groups in both formal and informal settings. This self-starter must possess thorough research skills, and be able to assess the needs of businesses and to promote and market programs for the City of Santa Ana. This well-organized individual must be able to prepare high quality reports and documents. The Economic Development Aide works effectively with other employees, diverse organizations and the general public.

Original Title: Economic Business Development Aide,
established per Resolution 84-105,
effective 9-1-84
Title changed to Economic Development Aide per Resolution 86-99,
effective 11-1-86
Revised: 02/02
Reviewed: 09/05, 03/07
ADA approved: 10/05