



CITY OF MCKINNEY

JOB DESCRIPTION

JOB TITLE: President – CEO McKinney Economic Development Corporation
JOB CODE:
REPORTS TO: MEDC Board of Directors
FLSA: Exempt
GRADE: Z

SUMMARY OF POSITION

The President of the McKinney Economic Development Corporation is responsible for planning, developing, managing and overseeing the activities and operations pursuant to the vision of the McKinney Economic Development Corporation Board. The President will plan, market, and direct the business recruitment, retention, and expansion program; identify quality business prospects and establish and executive marketing campaigns to attract those business to the City; negotiate with industry representatives to encourage location, retention, or expansion of business in the City; maintain effective working relationship with developers, brokers and other resources for bringing business prospects to the City; develop and maintain positive working relationships with existing McKinney businesses to encourage business expansion project; design, produce, present and supervise City presentations to business prospects. Performs other related tasks.

ESSENTIAL DUTIES AND RESPONSIBILITIES

1. Plan, market, and direct the business recruitment, retention, and expansion program; identify quality business prospects and establish and executive marketing campaigns to attract those business to the City; negotiate with industry representatives to encourage location, retention, or expansion of business in the City; maintain effective working relationship with developers, brokers and other resources for bringing business prospects to the City; develop and maintain positive working relationships with existing McKinney businesses to encourage business expansion project; design, produce, present and supervise City presentations to business prospects.
2. Ensure that administrative funds (i.e. sales tax) are managed and controlled according to sound business principles.
3. Supervise staff to include: prioritizing and assigning work; conducting performance evaluations; ensuring staff is properly trained; ensuring that employees follow policies and procedures; and, making hiring, termination, and disciplinary recommendations.
4. Direct and oversee the preparation and administration of the MEDC budget, financial reports, and operational and/or capital improvement budgets; direct the forecast of funds needed for staffing, equipment materials, and supplies; direct the monitoring of and approve expenditures; direct and implement adjustments as necessary.
5. Manage and participate in the development and implementation of goals, objectives, policies, and priorities for the economic development program; recommend new and existing business development and expansion strategy for the City; recommend and administer economic development policies and procedures.
6. Provide general and administrative support to the MEDC Board of Directors; respond to and place into implementation Board initiatives and direction; provide representation on behalf of the Board of

Directors at public hearings, community meetings and other forums; work closely with the MEDC board to identify prospects for retention and growth.

7. Conduct surveys, collect data, and research economic trends, demographic trends, infrastructures, etc. in order to effectively promote the economic opportunities available in the City of McKinney.
8. Work with outside agencies and professional consultants as necessary; serve as a technical advisor on development issues to the City Council and various other committees; attend and participate in professional group meetings; and stay abreast of new trends and innovations in the field of economic development.
9. Establish strong working relationships with the City of McKinney, McKinney Chamber of Commerce, McKinney Independent School District, Collin County, and Collin College District.
10. Establish strong working relationships with appropriate city departments such as City Administration, Planning and Zoning, Engineering, and Building Inspections.
11. Represent the community of McKinney in a professional and positive manner with business leaders in order to promote McKinney as a place to conduct business.
12. Comply with all written City policies and procedures.
13. Adhere to assigned work schedule as outlined in City and department attendance policies and procedures.

KNOWLEDGE, SKILLS, ABILITIES, AND BEHAVIORS

- The ability to work in a team environment; contribute as a team member and treat co-workers, subordinates and customers with respect.
- Build professional relationships with internal staff and customers.
- Offer flexibility and adaptability, especially during times of change.
- Communicate effectively both orally and in writing.
- The candidate must make decisions regarding the determination of information, expenditure of funds, prioritizing of prospects, etc.
- Requires knowledge of modern principles and practices of local and state economic development programs and public and business administration, as well as an understanding of real estate principles and practices.
- Knowledge of and ability to use market research methodologies.
- Requires effective communications skills, both oral and written.
- Must have strong interpersonal skills and be able to establish and maintain effective working relationships with a diverse range of job-related contacts.

MINIMUM QUALIFICATIONS

A Bachelor's Degree in economic development, public or business administration, marketing, economics or closely related field; a minimum of eight (8) years of progressive experience in economic development or related field; a valid Driver's License is required.

Any work related experience resulting in acceptable proficiency levels in the above Minimum Qualifications is an acceptable substitute for the above specified education and experience requirements.

PHYSICAL DEMANDS

Tasks involve the ability to exert light physical effort in sedentary to light work, but which may involve some lifting, carrying, pushing and/or pulling of objects and materials of light weight (25 pounds). Tasks may involve extended periods of time at a keyboard or work station. Some tasks require visual and sound perception and discrimination and oral communications ability.

WORK ENVIRONMENT

Essential functions are regularly performed without exposure to adverse environmental conditions.

The above statements describe the general nature and level of work being performed as of the date of preparation and approval. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of the position. Employees holding this position will be required to perform any other job-related duties as requested by management. The job description does not constitute an employment agreement between the employer and employee, and all requirements are subject to possible modification to reasonably accommodate individuals with disabilities.

ORIGINAL DATE ISSUED: 5/22/2012

REVISION ISSUE DATE:

APPROVED BY:

Director of Human Resources Date

Department Director Date