



CITY OF MCKINNEY

JOB DESCRIPTION

JOB TITLE: Director of Business Retention, Expansion and New Technologies

JOB CODE NO: 9197

REPORTS TO: President of MEDC

FLSA: Exempt

SAFETY SENSITIVE: No

GRADE: Z

SUMMARY OF POSITION

The Director of Business Retention and Expansion is responsible for developing and implementing an aggressive and pro-active business retention and expansion program and recruiting emerging technology companies to McKinney.

ESSENTIAL DUTIES AND RESPONSIBILITIES

1. Comply with all written City policies and procedures.
2. Adhere to assigned work schedule as outlined in City and department attendance policies and procedures.
3. Develop a pro-active business contact program that targets McKinney companies that are considered high-impact or at-risk.
4. Maintain a system of contact and dialogue with McKinney's major employers and high-impact companies and facilitate an interface between these companies and City of McKinney officials.
5. Utilizing contact management software, develop a database detailing information on existing McKinney businesses.
6. Identify needs and opportunities to support existing businesses and develop programs as appropriate. Actively develop an external network to respond to inquiries.
7. Develop and implement an online business retention survey of specific sectors within the McKinney business community.
8. Work closely with the MEDC Directors of Marketing and Business Development to identify prospects for retention and growth)
9. Report trends, issues, problems and successes to the City Council, City Staff, MEDC Board, McKinney Chamber of Commerce and other interested parties.
10. Catalog existing programs and services that are offered by other organizations (Chamber of Commerce, SBA, SBDC, etc.) that can assist McKinney-based companies.
11. Establish strong working relationships with the City of McKinney, McKinney Chamber of Commerce, McKinney Independent School District, Collin County, and Collin College District.
12. Collaborate with the Collin County Community College District on opportunities to improve the skills, training and education of McKinney's workforce.
13. Establish strong working relationships with appropriate city departments such as City Administration, Planning and Zoning, Engineering, and Building Inspections.

14. Identify new, emerging, sustainable technologies that could be attracted to McKinney.
15. 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.

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.
- 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. Proficiency in Word and Excel programs necessary.

MINIMUM QUALIFICATIONS

A Bachelor's Degree in business administration or a related field. A minimum of Five (5) years of progressive experience in economic development or related field dealing with a variety of businesses; recruitment, retention and financing requirements. A valid Driver's License 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.

PREFERRED QUALIFICATIONS

Additional education and training in economic development preferred.

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:

REVISION ISSUE DATE:

APPROVED BY:

Director of Human Resources Date

Department Director Date