



Position Description

Corporate Entity:	Greater Mankato Growth
Job Title:	Economic Development Specialist

Position Type:	<input checked="" type="checkbox"/> Full-time	<input type="checkbox"/> Part-time	<input type="checkbox"/> Contractor	<input type="checkbox"/> Intern
	<input checked="" type="checkbox"/> Exempt (salaried)	<input type="checkbox"/> Nonexempt	(Hours_____ / week)	

POSITION SUMMARY

The Economic Development Specialist will implement business development tactics for the promotion of the Greater Mankato marketplace, build and maintain positive relationships with businesses/site selectors/developers, and provide valuable insight to businesses. Doing so will enable the organization to increase prospective leads, increase the marketplace’s economic vitality, and fulfill the unique role Greater Mankato Growth is asked to fulfill in economic development by its strategic partners.

- PRINCIPAL ACCOUNTABILITIES**
- 1) Promote regional economic vitality within the Mankato/North Mankato MSA, through business retention:
 - Schedule and attend Business Retention & Expansion Visits individually and in partnership with Regional Economic Development Alliance Staff
 - Assist in providing data and intel on (i.e., reports or blogs) related to the workforce, economy, and development activity
 - Collaborate with City Center Partnership (CCP) on business retention efforts
 - Participate in the GreenSeam Business Retention & Expansion Committee
 - Aiding in talent development initiatives
 - 2) Support the development of emerging businesses and entrepreneurs through:
 - Aiding the Small Business Development Center in requests
 - Participating in the organizing committee for the 1 Million Cups Program
 - Maintaining an understanding of available technical and financial resource programs available to entrepreneurs
 - Meeting with entrepreneurs to discuss business and resource needs
 - 3) Implement business development strategies for new business recruitment and promotion of the regional marketplace, including but not limited to:
 - Supporting responses to Requests for Proposals issued by businesses directly or by the Department of Employment & Economic Development
 - Outreach to profiled prospective business leads
 - Creating promotional content highlighting regional strengths
 - Responding to requests for information

- 4) Work with fellow area resource providers to collaboratively enhance the regional business climate, this will be done through:
- Development and promotion of workshops or events
 - Ideation and implementation of activities designed to address demonstrated challenges in the community (i.e. housing, childcare, etc.)

IMPACT / OUTCOMES

- ✓ Monitor performance of business development efforts and adjust tactics to maximize impact.
- ✓ Greater Mankato Growth continues to be viewed as the resource for critical business information.
- ✓ Existing businesses in the marketplace utilize Greater Mankato Growth content for insights for business growth.
- ✓ Increase the number of prospective businesses looking to enter the Greater Mankato region.
- ✓ Collaboration with other area resource providers on fulfilling their unique role in economic development.

COMPETENCIES (EDUCATION & TALENT)

	ESSENTIAL	DESIRABLE
Qualifications	<ul style="list-style-type: none"> • graduation from post-secondary institution with degree in business, marketing, communications, economic development, public administration or related field or have at least 5 years applicable work experience 	
Experience	<ul style="list-style-type: none"> • demonstrated ability in relationship development & management • building a professional network • presenting complex information in an easily understood format 	<ul style="list-style-type: none"> • Previous experience in economic development at the city, county, regional, or non-profit level OR previous experience with entrepreneurial development, commercial realty, or business consulting
Knowledge	<ul style="list-style-type: none"> • knowledge of the Greater Mankato region • knowledge of the Greater Mankato business community • Excel skills – familiarity with pivot tables and the XLOOKUP function (formerly VLOOKUP) • knowledge of how to effectively execute innovative strategies, and assess their results 	<ul style="list-style-type: none"> • Understanding of regional economic development marketing • Understanding of common issues faced by the manufacturing, healthcare, and/or professional services sectors • Understanding of any ESRI/ArcGIS tools
Skills & Ability	<ul style="list-style-type: none"> • ability to research compile and manage information • comfortable with contacting C-level leaders via phone and in person • communication skills - written and verbal • ability to represent the organization, network and work effectively with multiple stakeholder groups, elected officials, civic bodies, education, business and industry leaders and the public • must be able to travel • must be able to work weekends/evenings as necessary to support key activities associated with business & community relations work • ability to maintain confidentiality 	<ul style="list-style-type: none"> • Social media marketing and performance tracking

JOB CONTEXT

Reports To:	Business Development Director
Supervises:	N/A
Internal Team:	Business Development Director Administrative (Central & Program Staff) Marketing & Communications
Established Committee/ Volunteer Groups:	Regional Economic Development Alliance GreenSeam Business Retention & Expansion Committee 1 Million Cups
Interaction:	Greater Mankato Growth, Inc. Staff and Volunteers Business leaders and representatives, EDAM, MN Marketing Partnership, Minnesota Chamber of Commerce, and MN Department of Employment and Economic Development
Financial Responsibilities:	Work within the Business Development Promotional budget
Conditions of Service:	Employment eligibility in compliance with U.S. Immigration Reform and Control Act. Travel outside of the office (requires a valid driver's license). Work may require attention/attendance outside of normal office hours (including travel both in and out of state, as well as overnights stays)

DISCLAIMER

The above statements are intended to describe the general nature and level of work being performed by the person responsible for this position. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.