



**GARDINER CITY COUNCIL
AGENDA ITEM INFORMATION SHEET**



Meeting Date	11/02/2022	Department	City Council
Agenda Item	4.m Agenda Item: Advise and Consent to the change of the title and job Description from Economic Development and Planning Director to Director of Economic Development and Public Information		
Est. Cost			

Background Information	<p>As you are all aware Tracey Desjardins has left Gardiner which leaves a Department Head Vacancy. As I began to think about this position and where I see the needs are for the City I am recommending that the title of the position change from Director of Economic Development and Planning to Director of Economic Development and Public Information Officer.</p>
	<p>This position, while still focused on economic development for the city will also be the grant writer for the city (working with all departments), work with department heads on critical infrastructure planning, write press releases as needed, develop and maintain the City Website and City Social Media pages.</p>
	<p>The prior position also oversaw the Code Enforcement Officer and was the "planner" for the City. At this point the CEO will now be reporting directly to the City Manager, and the City contracts out planning services with coordination for that coming from the CEO.</p>
	<p>As we think about the age we currently live in, public information is incredibly important. This position will help us as a City to be more transparent and get news to our community in a more expedited manner. Furthermore, as we look at rising costs grant writing has become paramount and having this position focus on that as a main priority has the potential to help us to keep some costs away from the tax burden.</p>
	<p>I urge you to read the new job description as I believe it truly encompasses what we need from this very valuable Department Head position.</p>

Requested Action	"I move to approve the change in title to Director of Economic Development and Public Information Officer and approve the corresponding job description."
City Manager and/or Finance Review	City Manager recommends the above action.
Council Vote/ Action Taken	
Departmental Follow-Up	

City Clerk Use Only	1 st Reading _____	Advertised _____	EFFECTIVE DATE _____
	2 nd Reading _____	Advertised _____ w/in 15 Days	
	Final to Dept _____	Updated Book _____	Online _____

City of Gardiner Economic Development and Public Information Officer Job Description

Definition:

Responsible for the economic development and public information activities and efforts in the City of Gardiner. Coordinates with city staff in all areas of economic development and media relations consistent with the city's Comprehensive Plan and Heart and Soul Plan. Works with community, business, and governmental organizations to promote economic development and serves as a Department Head reporting directly to the City Manager.

Duties and Responsibilities:

Economic Development

- Expands the Tax Base
- Maintains close relationships with existing businesses in the community to support their operations and assist in proposed expansion.
- Develops marketing materials with information on potential relocation sites, utilities, financial supports, labor force supply, market information, and rental space.
- Manages TIF districts and works with legal counsel to facilitate Credit Enhancement Agreements,
- Works with the City Solicitor and the real estate firm representing the city owned lots in the Libby Hill Business Park to facilitate sales and parcel development.
- Works with local, state, and federal agencies to expand economic development activity in the city.
- Advises the City Manager and other city officials on economic development, business attraction, and retention matters.
- Serves as staff support to the City Council's Economic Development Committee.

Commented [PH1]: I split these - 2 different responsibilities

Commented [PH2]: And the real estate agent represents Libby Hill so I clarified that

Grows the Population

- Serves as the city staff liaison to Gardiner Main Street and helps coordinate downtown and city-wide events.

Plans for the Future

- Develops the Economic Development Plan for the City of Gardiner with stakeholder input.
- Works with other Department Heads in the development of infrastructure planning and five-year capital/staffing/facility plans.
- Prepares grant proposals and applications, contracts, and related documents as required.
- Attends regional economic development meetings and works with other municipalities on resource management and regionalization efforts.

Public Information Officer

- Serves as the city's Public Information Officer, working with city staff to organize public facing communications including managing the city website, social media pages, press releases, news conferences, and public relations.
- Manages the city's marketing plan and materials.
- Prepares and manages the Economic Development and Public Information budget.
- Other duties as assigned by the City Manager.

Commented [PH3]: repetitive

Commented [PH4]: Do you mean branding assets?

Qualifications:

Knowledge:

- Economic development strategies and their implementation.
- Knowledge of state and local policies that promote or impede economic development.
- Grant processes from application to implementation.
- Proficiency in the use of the technology systems in the office, to include MS Word, Excel, online sources, and other computer systems as required.
- Web based technology, management of web sites, and graphic design.
- Familiarity with the use of social media such as Facebook, Twitter and other social networking sites as circumstances warrant.

Abilities:

- Analyze economic data including area demographics, firmographics, workforce trends, and opportunities.
- Establish and maintain effective working relationships with the private sector, other government agencies, public, and city employees.
- Plan and lead economic development activities with input from stakeholders.
- Create and manage budgets. Develop financial reports as required.
- Communicate clearly and concisely, both orally and in writing.

- Develop and maintain relationships with members of the media. Conduct on-camera interviews, write effective press releases and ensure dissemination of messaging across all media platforms.
- Collaborate with the city's management team and members of the community.
- Facilitate community input to economic and community development plans.
- Prioritize projects and manage multiple tasks.

Education and Experience:

- Minimum of a bachelor's degree in, economics, economic development, public or business administration/management, public relations, public policy. Master's degree preferred.
- Five years of experience in a municipal government setting or similar experience in the public sector (a combination of education and experience may be used to satisfy this).
- Experience and proficiency in the management of social media.
- Experience facilitating community boards and serving on boards or committees.

License:

- Possess a valid Maine driver's license.

Working Conditions:

- Office environment with direct contact with the public.
- Work outside of normal business hours is required.
- Will require occasional overnight travel.
- Frequently required to sit, walk; use hands to operate, finger, handle, or feel objects, tools, or controls; and reach with hands and arms. Occasionally required to stand and walk, stoop, kneel, or crouch.
- The employee must occasionally lift and/or move up to 20 pounds.

Title of Supervisor:

- The City Manager is the immediate supervisor of the Economic Development and Public Information Officer.

Reviewed: Date _____

Economic Development and Public Information Officer _____

City Manager _____