

CLASSIFICATION SPECIFICATION

FLSA:	EXP	Job Code:	ACV31766
Job Class Code:	165	Salary Schedule:	AREG
EEO Category:	02	Grade:	21
Workers Comp Code:	8810		

Job Code Established:	04/26/90	Effective Date:	
Job Code Revised:	05/25/99	Effective Date:	

JOB CODE SERIES: Business Development Representative Series

JOB CODE TITLE: BUSINESS DEVELOPMENT REPRESENTATIVE

HRIS TITLE: BUSINESS DVMT REPRESENTATIVE

CHARACTERISTICS OF THE CLASS: Works under general supervision, exercising discretion and independent judgment within established program goals and objectives and agency policies and procedures. Authority to collect, analyze and present economic data; plan and coordinate marketing efforts with local government and business organizations; inform and advise officials of programs/services available; analyze and evaluate factors impacting assigned businesses; design plans and recommendations; plan and conduct economic development tours. Implementation of plans and recommendations require management concurrence. Long hours of concentration on detail. Some interaction in problem resolution. Requires regular statewide travel, periodic national travel and irregular working hours. Performs difficult to complex technical marketing work in recruiting new business/industry to Arizona or in retaining/expanding existing Arizona business/industry and to preclude closure or out-of-state relocation; collects, compiles, analyzes and interprets economic data; contacts corporate officers, explains programs and services; confers and coordinates with business, local government and community representatives regarding economic/industrial development opportunities; represents the agency at conferences, meetings, and trade seminars; serves as Small Business Advocate to designated companies.

EXAMPLES OF DUTIES: Gathers and analyzes economic and demographic data, makes recommendations relating to feasibility of undertaking specified projects. Gathers data, examines materials and develops market data analyses for use with business/industry relocation, retention and/or expansion proposals/efforts. Composes correspondence dealing with subject matter in ways that call for discretion and judgment, replying to inquiries, presenting or requesting information. Confers with and advises designated business representatives and groups regarding Arizona economic/demographic profile and development opportunities, and informs them of services provided by the state agency. Attends meetings of designated business and community organizations, gives and receives information, provides advice and guidance. Confers with staff in other levels of government with regard to joint actions taken or to be taken, or in exchange of vital or useful information. Writes detailed reports based on research, analysis and evaluation of data pertaining to specific projects, conditions or proposals under study, involves application of highly specialized knowledge, and recommendations for action to be taken or resolution of problems. Makes presentations promoting activity of work section. Examines and analyzes legislation and proposed legislation affecting assigned businesses; makes evaluations and recommendations. Reads and interprets State and local statutes, codes and ordinances in order to utilize in work activity. Composes advertising and marketing materials and articles for inclusion in publications. Conducts tours of sites or communities for officials of major business/industry entities. Confers with superior, presenting and resolving difficult problems or discussing plans and actions to be taken, making decisions. Gathers information from files and records and other sources to identify potential client companies. Gathers information from primary and secondary sources for use in composing advertising and marketing materials for publication. Performs related work as required.

WORK RESULTS/PRODUCTS: New, retained or expanded Arizona business/industry; completed proposals for relocation, corrective action or business enhancement; information and technical assistance provided; individual community development evaluations, regional profiles and potential location sites identified, prepared and presented; advocacy with legislative and other officials on behalf of assigned business; written reports, advertisements, correspondence.

RESPONSIBILITY: for the accuracy, timeliness and quality of completed work products, effective advocacy for the assigned business entity (ties) and liaison as appropriate.

KNOWLEDGE, SKILLS AND ABILITIES

Knowledge of: principles and practices of economic development; marketing principles and practices; Arizona's economic climate; State, county and city statutes, codes and ordinances pertaining to small business/industry (environmental, licensure, financing, etc.); community outreach techniques; economic development policies, plans and goals of Arizona cities and towns; business operations, standards, management policies and practices; resources (natural, utility, real estate, financing, etc.) available in the State; goals and objectives, policies and procedures established by the work system; research methods; principles of organizational analysis and evaluation.

Skill in: operating personal computer.

Ability to: communicate verbally and in writing; analyze and evaluate organizations; interpret, analyze and evaluate economic and demographic data; negotiate; resolve problems; analyze financial reports; establish and maintain work relationships with business and community representatives, leaders, governmental staff and elected officials.