

JOB DESCRIPTION

Department: Development

Position: Marketing and Grants Administrator

Reporting Relationship: Director of Development

Category: Full-Time/ Exempt/Salaried

Date: June 18, 2009

Definition:

Under the general direction of the Director of Development, the Marketing and Grants Administrator performs a variety of functions in support of the Department of Development, including economic development activities to market the City. He/she will also be responsible for the preparation of proposals and grant applications in researching, identifying, developing and responding to grant opportunities.

ESSENTIAL JOB FUNCTIONS AND DUTIES

1. Marketing

- Assist the Director in all phases of new development and redevelopment project coordination.
- Identifies and performs economic and redevelopment activities to market the benefits of the City, working with developers, companies, neighborhood associations, Purdue University and the Purdue Research Foundation. Prepares the appropriate written and graphic marketing materials to communicate these.
- Develops and executes strategic marketing plans and programs regarding community branding, image development and other marketing projects and plans.
- Coordinates the planning and development of new programs and project initiatives to encourage business retention and community improvement activities.
- Meets with and confers with other departments, government agencies, neighborhoods, business, professional and civic groups and organizations, and economic development, redevelopment, transportation, wayfinding and zoning within the City, and areas adjacent to the City.
- Represents the City by attending business related association and advisory board meetings, including the DDC and SWABA; art-related meetings including TAF and public art committees; Town & Gown related meetings including Community Partnership Teams, Meet & Greet, CRAC, Quality of Place Committee and the CCBRC; and community festival committees including the Christmas Parade, Dickens, etc.
- Attend community and economic development conferences and seminars on the City's behalf.
- Serves as project manager as needed on projects handled through the Department of Development. Attends project coordination meetings as needed.
- Identifies and oversees beautification/streetscape projects.
- Coordinates with the Parks Department and SWABA Market Advisory Committee to support and market the Sagamore West Farmers' Market.
- Involved with Art on the Wabash, A Local Artists' Fair.
- Works on marketing of the City via brochures, city newsletters, brochures, signage and the web site.
- Assists with City's long-range strategic plan updates.

2. Grant Writing

- Through interviews and other means, gather information to grasp the concept of a project or program for which funding is sought.

- Research and identify grant-making organizations and analyze them to identify likely funding sources for specific projects and programs.
- Compile, write, and edit all grant applications exhibiting strong writing skills and a high-level command of grammar and spelling.
- Keep in contact with grant-making organizations during their review of submitted grant application in order to be able to supply additional supportive material.
- Manage the process of supplying progress reports when required by a grant-making organization that has funded a project or program.

NONESSENTIAL JOB FUNCTIONS AND DUTIES

1. Performs other related duties as directed by the Director of Development.
2. Coordinates dissemination of printed reports, charts, specifications and plans.

MINIMUM QUALIFICATIONS

1. Bachelor's degree; or work experience in community or economic development, public administration, business administration, or marketing.
2. Ability to communicate and work effectively with regional, state, federal, and local officials, civic and grassroots organizations, representatives from business, and individuals from a variety of backgrounds.
3. Ability to establish and maintain effective working relationships with neighborhood associations, with other City officials and other employees, as well as members of community based groups in both the public and private sector and other members of the public.
4. Ability to work independently, with minimum supervisory direction.
5. Skill in group facilitation and team leadership.
6. Knowledge of municipal government, boards, councils, commissions and similar bodies.
7. Knowledge of general business principles and economic factors as they relate to business profitability and plant locations.
8. Ability to diagnose conditions, gather information, and plan, coordinate, and analyze research projects necessary for carrying out economic development.
9. The ability to gather, review, and interpret, economic development data.
10. Knowledge of marketing concepts.
11. Knowledge of economic development and redevelopment issues.
12. The ability to write on a technical and informal basis.
13. Must be highly organized with the ability to implement systems and follow-up processes, able to effectively work under pressure, use independent judgment and produce a quality work product within tight time constraints.
14. Must display original thinking and creativity; meet challenges with resourcefulness; generate suggestions for improving work; and develop innovative approaches and ideas.
15. The ability to speak and persuade effectively in a public situation.
16. Proven track record in grant writing and program development.
17. Computer literacy in word processing, spreadsheets, Publisher and Power Point.

DESIRED QUALIFICATIONS

1. Knowledge of West Lafayette, Lafayette, County and State government office functions.

WORKING ENVIRONMENT

1. Approximately 80% of the time is spent in an office environment with the other 20% spent outside of the office. Must be able to perform tasks which involve the ability to exert light physical effort in sedentary to light work on a daily basis. Tasks may involve extended periods of time at a keyboard of workstation.
2. Casual and professional dress is required for general office work.

3. He/she works normal office hours, and a few after hour meetings are required.

ESTIMATE OF TIME BREAKDOWN BY JOB FUNCTION

The nature of this position requires that he/she spend time on many different types of projects for short amounts of time. It is estimated that Function #1 will require approximately 75% and Function #2 will require 25% of time.

The above declarations are not intended to be an “all inclusive” list of duties and responsibilities of the job described. Rather, they are intended only to describe the general nature of the job.

Director of Development