



City of Milpitas

We invite applications for the position of: Economic Development Specialist (Business Development)

Annual Salary Range: \$80,244 - \$96,861

Post Date: July 31, 2017

Close Date: **August 16, 2017, at 5:00p.m.**

Why Milpitas?

Located at the southern tip of the San Francisco Bay, the City of Milpitas is a dynamic community that is an integral part of the high tech Silicon Valley. With a much diversified resident population of 75,521, Milpitas features quality schools, conveniently located neighborhood parks and shopping centers. The role of every employee is to be committed to accomplishing the community's vision by providing fiscally sound, superior services.

You will be joining a community of 328 professional employees as diverse as the city they support. We are privileged to have such a unique workforce and to foster an environment that encourages those differences. We believe in supporting our employees' abilities and desires for professional growth, to better support retention and commitment throughout all career stages. Milpitas employees are proud and know that their contributions make a difference to the community as well as to their own career. We encourage you to check us out:

<http://www.ci.milpitas.ca.gov/>

The Opportunity

Under supervision of the Economic Development Director you'll join a dynamic, fast-paced team to assist in the development, monitoring, and implementation of the City's economic development program. You'll work to retain existing business, attract new businesses, and perform outreach and marketing designed to promote City of Milpitas as a business destination.

What You Will Do

Duties may include, but are not limited to the following:

- Coordinate marketing materials.
- Write articles for the City Newsletter, updates website and social media sites.
- Maintain the business database.
- Explains new-business requirements to potential owners.
- Coordinate the implementation of economic development plans and programs.
- Conduct economic and demographic studies and surveys.
- Inform local businesses and the general public of programs and activities offered by the City.
- Conduct data collection, research, and analysis.



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- Provide information to the business community and development applicants on regulatory requirements and acts as a liaison in addressing issues.
 - Provides staff support for the Economic Development Commission.

Experience and Education

Bachelor's Degree from an accredited college or university in Urban Planning, Economics, Business Administration, Marketing, Political Science, Public Relations, Public Administration, or a related field AND One year of experience in economic or community development that includes one year of experience in the public sector and/or in marketing.

License and Other Requirements

Possession of or ability to obtain and maintain an appropriate, valid California Driver's License.

Special Requirements

Essential duties require the following physical abilities and work environment:

General office environment and to attend meetings at various sites within and away from the City, and have the availability to work off-hour shifts or events as required; drive a vehicle; sit and/or stand for long periods of time, repetitive keyboarding; reach, squat, lift, and carry up to 40 pounds; mobility to lead groups in activities; ability to work outdoors in a variety of weather and temperature conditions; vision to read printed materials and a computer screen; hearing and speech to communicate in person and over the telephone.

Selection Process

Applicants whose qualifications best meet our current needs will be invited to participate in the selection process that may consist of an assessment of the candidate's written skills, computer skills, and an oral board interview. Meeting the minimum requirements listed in this job description does not guarantee advancement in subsequent phases of the selection process.

To Apply

Submit application, supplemental questions, and resume online at www.calopps.org or to the Human Resources Department, City of Milpitas, 455 E. Calaveras Blvd, Milpitas, CA 95035, (408) 586-3090.

A complete job description is available on the City of Milpitas website: www.ci.milpitas.ca.gov (under Classification and Compensation) or from Human Resources.



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The City reserves the right to close or re-open the recruitment at any time. Incomplete and/or inaccurate application materials may result in disqualification from the recruitment process.

Candidates will receive all communications by email regarding the recruitment process, which includes, but is not limited to, application status, testing dates, and interview scheduling. If you require alternate communications, please contact Human Resources at (408) 586-3090.

Benefits

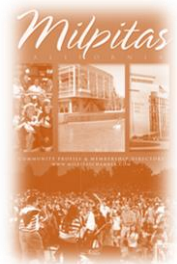
The City provides an excellent array of benefits that includes the following. This position is represented by the MID-CON bargaining group. Benefits Information is available online at:

<http://www.ci.milpitas.ca.gov/milpitas/departments/about-human-resources-2/benefits/>

<http://www.ci.milpitas.ca.gov/wp-content/uploads/2016/02/UPEC-Mid-Mgmt-Confidential-Unit.pdf>

The City of Milpitas is an Equal Opportunity/ADA employer. Reasonable accommodation in the application, examination, and selection process will be made upon request to Human Resources at (408) 586-3090.

The information contained in this announcement does not constitute either an expressed or implied contract and these provisions are subject to change.





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Supplemental Questionnaire

Please answer the following questions and submit with your application. Please limit your response to one page per question.

1. How would you describe the City of Milpitas to a potential business? Explain how you would convince them to open their business in Milpitas.
2. What are the biggest challenges facing business development in Milpitas? What should we do to resolve them?
3. What would be the most effective marketing and attraction strategies that could be used to recruit companies and to create jobs in Milpitas?
4. Please provide examples of marketing strategies you have used in order to convey a message? Was it successful? Why did you choose these methods? Would you have considered alternative or additional means, after completion of the program?