

Economic Development Representative III

Job Code
8181A2

Job Title
Economic Development Representative III

Pay Grade
30

CONCEPT:

This is public information and contact work in promoting the economic development of the state or developing domestic and international markets for commodities and products.

TASKS:

- Assists businesses and communities seeking technical expertise in export marketing of Kansas products and services, travel and tourism promotion, film location requests, industry recruitment, federal and state grant program requests, and community development.
- Acts as advocate to Kansas businesses by providing a source of general information and referral for resolving issues and concerns and meets with and addresses community organizations and business associations to promote and explain economic development programs.
- Works with communities to develop and implement local business retention programs, to survey Kansas businesses to determine their needs and make recommendations.
- Plans, organizes and implements assigned phases of a comprehensive program for downtown revitalization and preservation of historic sites to promote economic development.
- Scouts Kansas communities for possible sites for film production. Works with casting directors and producers to convince them to make their films in Kansas. Serves as clearinghouse to film officials regarding film production goods and services available in Kansas.
- Audits, makes funding recommendations, and evaluates grant proposals for economic development grant programs throughout the state.
- Identifies potential markets for Kansas food and agricultural products; organizes trade missions to foreign countries; works with Kansas businesses concerning trade practices, protocol, export certification and finance options to accomplish the sale of products or services; and participates in product shows with and for Kansas companies.
- Implements projects to aid the growth of Kansas economic development such as marketing services to promote tourism and film services in Kansas, financial and training program assistance to businesses, promotion of Kansas products and services to other states and countries, and community assistance and assessment projects.
- Develops and presents conferences and seminars for the purpose of training Kansas agricultural product producers and processors in marketing techniques; prepares marketing related materials for distribution to existing and potential buyers of agricultural and processed food products and commodities; and evaluates food product labels for adherence to changing federal food and drug regulations.
- Serves on state and local producer boards or commissions, agricultural education boards, and professional market development boards, task forces, commissions or associations.
- Plans, develops and implements programs to guide the efforts of communities and local development officials for the purpose of attracting out-of-state industrial prospects, retaining local existing businesses, and increasing international markets for local businesses.
- Arranges for on-site evaluations of Kansas communities, industrial sites, and buildings by making appointments and travel arrangements for company representatives, coordinating the visits with communities and accompanying the representatives on tours.
- Conducts market research on behalf of Kansas companies and provides advanced technical assistance to these companies for domestic and international trade shows.
- Identifies and contacts international companies to determine their investment plans. Takes the necessary steps to attract such investments to Kansas, such as, field studies, determining site location, establishing contacts with local government, private officials, and other economic development entities.
- Provides technical expertise to in-state and out-of-state business prospects regarding the advantages of business relocation, expansion, and retention.

LEVELS OF WORK

- Class Group consists of one class.

Economic Development Representative III - Responsible for major economic development programs. Includes communicating with company executives to recruit, expand, and retain business and industry in the state; recruiting international business investments; marketing Kansas products and services nationally and internationally; providing community assistance in developing financial and economic growth, tourism, and film promotion throughout Kansas; and developing marketing analysis of economic development programs. Work may involve responsibility for a large geographic area and may involve supervising professional staff who promote economic development.

Minimum Requirements: Two years of experience in one or more of the following fields as appropriate based upon the duties of the position: economic development, workforce development, business management, marketing. Education may be substituted for experience as determined relevant by the agency.

REF: 12/13

REV: 7/14

REV: 6/19