

## **Innovation and Business Liaison**

### **THE POSITION**

Under general direction, responsible for programs and projects designed to promote business innovation, retention and attraction including the promotion of City-sponsored projects and initiatives. Provides information regarding the division's services, practices and procedures.

### **ESSENTIAL DUTIES**

(These functions are representative and may not be present in all positions in the class. Management reserves the right to add, modify, change or rescind related duties and work assignments.)

1. Promote innovation and improvement for businesses through the advocacy and coordination of special city programs and projects.
2. Plans, coordinates and administers strategies, and projects in support of innovation as well as the creation of incentives.
3. Maintains inventory of available properties for businesses to occupy including retail, industrial space and open land as well as addresses required follow-up inquiries.
4. Proactively communicates with Department Leadership to adhere to City preferences in business attraction.
5. Reviews and edits materials, including draft reports, staff reports and correspondence, minutes, memoranda, marketing flyers, forms, charts and statistical information.
6. Serves as liaison between staff, internal departments and the public regarding community-wide economic development initiatives.
7. Maintains positive customer relations and successfully resolves complaints and issues.
8. Assists assigned Staff for committees, commissions and boards related to Sustainability, Innovation and Performance Management Department goals and objectives.
9. Provides staff support to Department Leadership.
10. Conducts on-site interviews with selected businesses and city staff.
11. Performs a variety of administrative support duties, including assisting with budget preparation and monitoring.
12. Implements and monitors innovation projects and programs, such as sustainable and green business attraction and assistance programs.
13. Prepares written and graphic materials regarding sustainable and green business and city programs.
14. Participates in various business development marketing efforts, including preparations of marketing materials and staffing of marketing booths.
15. Makes presentations to civic groups, businesses and other organizations as required.
16. Performs other related duties, as assigned.

## **QUALIFICATIONS**

A typical way to obtain the requisite qualifications to perform the duties of this class is as follows:

### **Education and Experience:**

Minimum of Associates degree required; Bachelor's degree preferred. Two (2) years of college and two years of full-time, recent and relevant, paid administrative support work experience in a professional environment, preferably related to business or economic development projects. Experience and/or education in a related field may be substituted on a year for year basis.

### **Knowledge of:**

- Projects, program and records management.
- Research techniques and methodologies and various resources, including Internet
- Microsoft Office (Word, Excel, PowerPoint, Outlook)
- Record-keeping and filing techniques.
- Modern office practices, procedures and equipment.
- Correct English usage, grammar, spelling, punctuation and vocabulary.
- Letter and report writing techniques and procedures.
- Telephone techniques and etiquette.
- Interpersonal skills using tact, patience and courtesy.
- Proofreading techniques.
- Customer service principles.
- Basic mathematical concepts/functions

### **Skill and Ability to:**

- Interpret and apply relevant public policies, laws, regulations and zoning practices.
- Communicate clearly and effectively, both orally and in writing.
- Establish and maintain effective working relationships with a variety of individuals contacted in the course of work including internal staff, government officials and the public.
- Operate office equipment including personal computer and related software.
- Prepare and organize data for professional reports and/or presentations using various research resources and modern software applications including word processing, spreadsheet, presentation, and database
- Collect data and conduct analysis, and compute, interpret and compile statistics.
- Shift priorities as departmental workload demands require and meet deadlines.
- Maintain confidentiality and exercise sound judgment.

### **License and Certificate:**

Possession of a valid California Class C driver's license. Employees in this classification will be enrolled in the Department of Motor Vehicles (DMV) Government Employer Pull Notice Program which confirms possession of a valid driver's license and reflects driving record.

**Working Conditions:**

Employee accommodations for physical or mental disabilities will be considered on a case-by-case basis. Positions in this class normally:

- Require talking, hearing and vision (which may be corrected) to read small print.
- Require mobility of arms to reach and dexterity of hands to grasp and manipulate small objects.
- Perform work which is primarily sedentary and repetitive.
- Is subject to inside environmental conditions.
- May be required to work at a computer terminal for long periods of time.
- Off-site assignments and attendance at off-site meetings and conferences as required.
- Evenings and/or weekends as required.