



Career Service Authority

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Business Development Representative II

GENERAL STATEMENT OF CLASS DUTIES

This class performs full-performance level professional consulting work that involves recruiting new business, and expanding and retaining existing businesses in the City.

DISTINGUISHING CHARACTERISTICS

Business Development Representative II positions provide comprehensive consultative business services to business managers, within and outside the Office of Economic development, who require guidance, assistance and/or training in such areas as business management, organization development, and coordination of services needed from various resources and programs within and outside the division and/or department. Employees in these positions understand how to access the community's location and competitive advantages for business attraction and how to develop and implement a targeted marketing campaign based on those advantages; they understand the local programs and strategies to increase the creation and growth of small businesses and the major issues in retaining businesses. *Business Development Representative II* positions provide businesses the programs they need to help them remain assets to the Denver economy. These workers participate as team members or team lead within an established structure for technical assistance projects; incumbents in the *Business Development Representative I* class perform professional consulting work that involves building relationships with targeted businesses/industries to provide comprehensive business services. Incumbents in the *Business Development Associate* class perform professional work facilitating processes that prepare job seekers to meet industry demands and provide businesses with a qualified workforce.

Guidelines, Difficulty and Decision Making Level:

Guidelines are generally in the form of stated objectives only, with issues and factors largely undefined, requiring the employee to exercise creativity and ingenuity in devising criteria, techniques, strategy and methodologies for approaching assigned functions or projects.

Duties performed involve concepts, theories and concrete factors to be evaluated and weighed, requiring a high degree of analytical ability, and independent judgment and decision-making.

Work assignment is generally unstructured and employee is responsible for organizing complex, varied and simultaneous coordination of several functions, programs or projects in various stages of completion.

Level of Supervision Received and Quality Review:

Under administrative supervision, the employee has personal accountability for carrying out an assigned function, program or project within the scope of established guidelines and objectives and is expected to resolve problems that arise in the normal course of the work. Completed work is generally reviewed for soundness of judgment, conclusion, adequacy and conformance to policy.

Interpersonal Communications and Purpose:

Contacts of remedial nature involving the resolution of problems where some degree of discretion and judgment are required in carrying out a major program and/or function of the organization.

Level of Supervision Exercised:

By position, performs lead work.

ESSENTIAL DUTIES

Consults with management of business customers to identify and evaluate business recruitment, expansion and retention needs/challenges and develops and implements marketing programs and incentive plans for assisting in resolving complex business management and organization development problems, or to institute sound business practices through coordination of services needed from various resources and programs within and outside the division or department.

Develops an annual plan for managing assigned program area, including an industry or geographical area, which promotes and leverages programs, services and assistance available to new and existing businesses; plans for technical assistance identify unique opportunities to develop specialized business solutions using new and existing programs and services to meet specific marketing and business goals.

Responds to new and expanding businesses requesting economic and business development information; researches and provides information about economic development resources, conducts technological/financial feasibility studies, and acts as a liaison working to resolve problems between other city agencies and businesses.

Serves as an ambassador of the city and OED with businesses and business organizations; represents the city and OED at assigned city and OED events, activities, meetings and public speaking engagements.

Participates as a team member or team lead to develop and implement complex business development projects and programs; manages the process for incentive and service offers for new and existing businesses.

Collaborates with and assists the OED marketing staff in the creation of and implementation of economic development marketing strategies.

Prepares, for supervisory review, complete analysis of economic development opportunities and necessary documentation and/or presentation.

Performs other related duties as assigned or requested.

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Any one position may not include all of the duties listed.
However, the allocation of positions will be determined by
the amount of time spent in performing the essential duties
listed above.
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MINIMUM QUALIFICATIONS

Competencies, Knowledges & Skills:

Integrity/Honesty – Contributes to maintaining the integrity of the organization; displays high standards of ethical conduct and understands the impact of violating these standards on an organization, self and others; chooses an ethical course of action; is trustworthy.

Reading – Understands and interprets written material, including technical material, rules, regulations, instructions, reports, charts, graphs or tables; applies what is learned from written material to specific situations.

Writing – Recognizes or uses correct English grammar, punctuation, and spelling; communicates information in a succinct and organized manner; produces written information, which may include technical material, that is appropriate for the intended audience.

Oral Communication – Expresses information to individuals or groups effectively, taking into account the audience and nature of the information; makes clear and convincing oral presentations; listens to others, attends to nonverbal cues, and responds appropriately.

Interpersonal Skills – Shows understanding, courtesy, tact, empathy, concern; develops and maintains relationships; may deal with people who are difficult, hostile, distressed; relates well to people from varied backgrounds and situations; is sensitive to individual differences.

Self Management – Sets well-defined and realistic personal goals; displays a high level of initiative, effort and commitment towards completing assignments in a timely manner; works with minimal supervision; is motivated to achieve; demonstrates responsible behavior.

Decision Making – Makes sound, well-informed, and objective decisions; perceives the impact and implications of decisions; commits to action, even in uncertain situations, to accomplish organizational goals; causes change.

Customer Service – Works with customers to assess needs, provide assistance, resolve problems, satisfy expectations; knows products and services; is committed to providing quality products and services.

Problem-Solving – Identifies problems; determines accuracy and relevance of information; uses sound judgment to generate and evaluate alternatives, and to make recommendations.

Teamwork – Encourages and facilitates cooperation, pride, trust, and group identity; fosters commitment and team spirit; works with others to achieve goals.

Attention to Detail – Is thorough when performing work and conscientious about attending to detail.

Reasoning – Identifies rules, principles, or relationships that explain facts, data, or other information; analyzes information and makes correct inferences or draws accurate conclusions.

Planning and Evaluating – Organizes work, sets priorities, determines resource requirements; determines short- or long-term goals and strategies to achieve them; coordinates with other organizations or parts of the organization; monitors progress, evaluates outcomes.

Self-Esteem – Believes in own self-worth; maintains a positive view of self and displays a professional image

Flexibility – Is open to change and new information; adapts behavior or work methods in response to new information, changing conditions, or unexpected obstacles; effectively deals with ambiguity.

Information Management – Identifies a need for and knows where or how to gather information; organizes and maintains information or information management systems.

Arithmetic – Performs computations such as addition, subtraction, multiplication, and division correctly using whole numbers, fractions, decimals, and percentages.

Creative Thinking – Uses imagination to develop new insights into situations and applies innovation solutions to problems; designs new methods where established methods and procedures are inapplicable or are unavailable.

Stress Tolerance – Deals calmly and effectively with high stress situations (for example, tight deadlines, hostile individuals, emergency situations).

Learning – Uses efficient learning techniques to acquire and apply new knowledge and skills; uses training, feedback, or other opportunities for self-learning and development.

Knowledge of principles and current developments in the fields of economic development, business management/human resources management, and industrial/organizational development or psychology.

Knowledge of the types and sources of economic and human resources data and the methods used to effectively utilize this data.

Knowledge of research methodology and statistics.

Knowledge of survey techniques and other methods of program evaluation including statistical analysis and presentation.

Knowledge of varied sources of occupational, industrial, and labor market information and methods of collecting such information.

Knowledge of group dynamics and principles and techniques of influencing/persuading others to a point of view.

Knowledge of principles and methods for curriculum and training design, teaching and instruction for individuals and groups, and the measurement of training effects.

Knowledge of principles and techniques of job analysis, job restructuring, and methods used to measure and control employee turnover and absenteeism.

Knowledge of occupational and industrial classification systems.

Ability to diagnose organizational needs, integrate data into new formulations and to draw inferences from them, and arrive at possible solutions.

Ability to cultivate business relationships and inspire confidence and gain cooperation of customers and others.

Physical Demands:

Sitting: remaining in the normal seated position.

Handling: seizing, holding, grasping, or otherwise working with hand(s).

Fingering: picking, pinching, grasping, or otherwise working with fingers.

Talking: expressing or exchanging ideas by means of spoken words.

Hearing: perceiving the nature of sounds by the ear.

Reaching: extending the hand(s) and arm(s) in any direction.

Working Environment:

Work is primarily performed in an office setting and frequently at other locations for meetings or events at varying times of the day or evening.

Subject to varying and unpredictable situations.

Subject to many interruptions.

Education Requirement:

Baccalaureate Degree in Business Administration, Economics, Marketing, Finance, Urban Planning, Real Estate or related field.

Experience Requirement:

Three years of professional experience working in economic or workforce development, or a closely related field.

Education/Experience Equivalency:

A combination of the appropriate type and level of education and experience may be substituted for the minimum education and experience requirements.

Licensure and/or Certification:

None.

CLASS DETAIL

FLSA CODE: Exempt

ESTABLISHED DATE: 04/01/2006

ESTABLISHED BY: Earline Hill

REVISED DATE: 09/01/2006

REVISED BY: Earline Hill

CLASS HISTORY: This class was created 1/11/06 during the Office of Economic Development reorganization and replaces the Economic Development Specialist—Business Development class.

This class was revised 7/14/06 by Earline Hill during the Office of Economic Development (OED) reorganization to change the title from Business Development Representative to Business Development Representative II. The title change supports the integration of four independent agencies into a single agency, the Office of Economic Development.