



Office of Human Resources
Business Development Representative II - CA2171
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General Statement of 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.

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.

Employees may be re-deployed to work in other capacities in their own agencies or in other City agencies to support core functions of the City during a City-wide emergency declared by the Mayor.

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.

Competencies

Customer Service – Interacts with customers in a friendly and professional manner, works to resolve issues quickly and effectively, and is knowledgeable about products and services.

Influencing/Negotiating - Persuades others to accept recommendations, cooperate, or change their behavior; works with others towards an agreement; negotiates to find mutually acceptable solutions.

Interpersonal Skills – Shows understanding, friendliness, courtesy, tact, empathy, cooperation, concern, and politeness to others and relates well to different people from varied backgrounds and different situations.

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

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

Technical Competence - Uses knowledge that is acquired through formal training or extensive on-the-job experience to perform one's job; works with, understands, and evaluates technical information related to the job; advises others on technical issues.

Written Communication – Composes, reviews, edits, and issues written materials for diverse audiences and communicates purpose in a succinct and organized manner that is appropriate for context, time, and place.

Knowledge & Skills

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 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.

Level of Supervision Exercised

By position, performs lead work.

Education Requirement

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

Experience Requirement

Three (3) years of professional experience working in economic or workforce development, or a closely related field.

Education & Experience Equivalency

One (1) year of the appropriate type and level of experience may be substituted for each required year of post-high school education.

Additional appropriate education may be substituted for the minimum experience requirements.

Licensure & Certification

None

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.

Subject to traffic, roadways, and pedestrians.

Level of Physical Demand

1-Sedentary (0-10 lbs.)

Physical Demands

(Physical Demands are a general guide and specific positions will vary based on working conditions, locations, and agency/department needs.):

Fingering: Picking and pinching, through use of fingers or otherwise.

Handling: Seizing, holding, grasping, through use of hands, fingers, or other means.

Hearing: Perceiving and comprehending the nature and direction of sounds.

Lifting: Moving objects weighing no more than 10 pounds from one level to another.

Reaching: Extending the hands and arms or other device in any direction.

Sitting: Remaining in a stationary position.

Talking: Communicating ideas or exchanging information.

Background Check Requirement

Criminal Check

Employment Verification
Education Check

Assessment Requirement

None

Probation Period

Six (6) months.

Class Detail

Pay Grade: EX-09
FLSA Code: Y
Established Date: 9/21/2018
Established By: LS
Revised Date:
Revised By:
Class History: