

**Farmersville Economic Development Corporation (FEDC)**  
**Executive Director for the FEDC**  
*Job Description*

1. FSLA Status: Exempt
2. Overview: The purpose of the Executive Director (Director) position is to plan, direct, manage and oversee the economic development activities and operations of the Farmersville Economic Development Corporation (FEDC).
3. Supervision:
  - 3.1. Received: The Director shall receive general administrative direction from the Chair of the FEDC Board of Directors.
  - 3.2. Exercised: The Director shall exercise supervision over supervisory, professional, technical, clerical Staff and volunteers.
4. Essential Functions: The Director shall be responsible for performing the following Essential Functions.
  - 4.1. Operations: Organize, manage and direct the ongoing operations of the FEDC.
    - A. Develop and implement FEDC goals, objectives and work tasks in accordance with direction provided as noted above;
    - B. Research, prepare and administer a comprehensive budget for the FEDC;
    - C. Select, supervise, train, and evaluate professional, technical and clerical subordinates;
    - D. Ensure all operations of the FEDC are in compliance with Policies of the FEDC and those of the City, where appropriate;
    - E. Prepare clear and concise administrative and financial reports and present these reports to the FEDC Board and City Council as requested;
    - F. Research, prepare, negotiate and present all aspects of incentives to be offered by the FEDC or City;
    - G. Actively participate in FEDC Board meetings and City Council meetings on behalf of the FEDC; and
    - H. Seek out and pursue development opportunities for all Staff and Board in order to implement operations utilizing industry best practices.
  - 4.2. Existing Business Support: Identify and implement programs to support the retention and growth of existing local businesses.
    - A. Identify and maintain information on existing businesses in the City;
    - B. Develop and implement programs to enhance the relationships between the FEDC and existing businesses through consistent engagement; and
    - C. Develop and implement programs to enhance the success of existing businesses.
  - 4.3. New Business Attraction: Identify and implement programs attracting new business investment and employment in the City.
    - A. Identify and pursue businesses and services desired by residents and other businesses in the City;
    - B. Develop promotional materials adequate for marketing to desired prospects;
    - C. Identify and participate in strategic national, regional or local marketing opportunities (e.g. trade shows, conferences, significant events, familiarization tours, marketing trips);
    - D. Coordinate and manage prospect visits (e.g. meetings, tours, luncheons) as necessary to professionally market the City;

- E. Manage the incentives process and present proposals to leadership in a logical and efficient manner; and
  - F. Maintain professional relationships with prospects and their representatives throughout engagement.
- 4.4. Relationships: Develop and nurture community relationships and organizational partnerships.
- A. Establish and maintain appropriate communications and relationships with the City Manager and City employees, as well as elected and appointed Officials representing the City, County, School, Chamber of Commerce and other governmental jurisdictions;
  - B. Manage economic development activities with City departments, the Chamber of Commerce, and local and regional economic development organizations in a professional manner;
  - C. Respond to and resolve difficult and sensitive inquiries and complaints;
  - D. Organize and facilitate meetings of commercial stakeholders (e.g. brokers, developers) to disseminate information and enhance their relationship with the City; and
  - E. Establish and maintain positive relationships with the media through frequent interaction, news releases, timely availability, attentiveness and accuracy of information and responses.
- 1.2. Resource Development and Maintenance: Develop and maintain accurate data and resources necessary to support other Essential Functions.
- A. Implement systems allowing developers, brokers or potential prospects to easily identify land, buildings, and commercial lease availabilities in the City;
  - B. Develop analytical tools capable of evaluating various aspects of proposed commercial developments;
  - C. Identify, develop and maintain resources to address questions raised in Request for Information (RFI) and Request for Proposals (RFP) as well as other frequent requests; and
  - D. Develop and maintain a professional FEDC website utilizing industry best practices.
2. Secondary Functions: Perform unspecified duties and responsibilities as required or assigned.
3. Responsibilities Matrix: The matrix included as Appendix A represents how the Director's responsibilities align with the other responsible parties in the administration and monitoring of the FEDC.
4. The Director shall have knowledge of the Principles and Practices of the following:
- 4.1. Operations, services, and activities of a comprehensive economic development program;
  - 4.2. Program development and administration;
  - 4.3. Methods and techniques of statistical data and analysis;
  - 4.4. Negotiating sensitive issues related to economic development;
  - 4.5. Local government operations, rules and regulations;
  - 4.6. Municipal budget preparation and administration;
  - 4.7. Municipal planning and its component plans (e.g. Zoning, Future Land Use Plan, Thoroughfare Plan, Water Plan, Wastewater Plan, Parks, Recreation and Open Space Plan, Trail System Plan, Capital Improvements Plan)
  - 4.8. Personnel policies and procedures, supervision, training, and performance evaluation;
  - 4.9. Development of goals, objectives and implementation plans;
  - 4.10. Pertinent Federal, State and local laws, codes and regulations;
5. The Director shall have the ability to:
- 5.1. Communicate using standard business English, spelling and grammar;
  - 5.2. Communicate clearly and concisely, both orally and in writing;

- 5.3. Analyze problems, identify alternative solutions, project consequences of proposed actions, and implement recommendations in support of goals;
  - 5.4. Operate a computer and other office equipment efficiently;
  - 5.5. Maintain confidentiality of prospects and operations when needed;
  - 5.6. Obtain and maintain possession of a valid Texas driver's license;
  - 5.7. Maintain effective audio-visual discrimination and perception needed for:
    - A. Making observations;
    - B. Communicating with others;
    - C. Reading and writing; and
    - D. Operating assigned equipment.
  - 5.8. Maintain mental capacity which permits:
    - A. Making sound decisions;
    - B. Using good judgment; and
    - C. Demonstrating intellectual capabilities.
  - 5.9. Maintain physical condition appropriate to the performance of assigned duties and responsibilities, which may include the following:
    - A. Sitting for extended periods of time;
    - B. Standing for extended periods of time during marketing events;
    - C. Working closely with others, and
    - D. Operating assigned equipment.
6. Qualifications: Any combination of education and experience that would likely provide the required knowledge is qualifying. A typical way to obtain the knowledge and abilities would be:
- 6.1. Education and Training: Equivalent to a Bachelor's Degree in Economic Development, Business Public Relations, or a related field from an accredited college or university. Completion of the Basic Economic Development Course (BEDC) and the Economic Development Institute (EDI) preferred.
  - 6.2. Certifications: The following are not required for the position but are preferred.
    - A. Economic Development Certifications: Certified Economic Developer (CEcD), Economic Development Financial Professional (EDFP), Business Retention & Expansion Coordinator (BREC), Business Retention & Expansion Professional (BREP), Professional Community and Economic Developer (PCED).
    - B. Related Industry Certifications: American Institute of Certified Planners (AICP), Certified Commercial Investment Member (CCIM).
  - 6.3. Experience: Three (3) years responsible experience in Economic Development.
7. Working Conditions: Following are the working conditions typical for this position.
- 7.1. Environmental: Office environment; exposure to computer screens; some travel within the City and nationally required; frequent contact with the FEDC Board Members; public, City Council members, City Staff and volunteers.
  - 7.2. Physical: Essential and other important responsibilities and duties require maintaining physical condition necessary for standing and sitting for prolonged periods of time; manual dexterity; ability to operate assigned vehicle.

**Appendix A**  
*Responsibilities Matrix*

The following matrix represents how the Director’s responsibilities align with the other responsible parties in the administration and monitoring of the FEDC. This Matrix may be updated periodically upon a majority vote of the FEDC Board. **REPLACE WITH UPDATE FROM MATT**

Ref	Responsibility	EDO Director	CMO	EDO Board	City Council	Notes
1	Establish Board Mission and Goals	R	C	P	A	-
2	Formulate annual EDO objectives	R	C	P	A	-
3	Hire the EDO Director / Exec.	-	C	P	A	Varies depending on set up
4	Hire / discipline / fire EDO staff	P	R	-	-	-
5	Identify potential Board members	R	C	P	C	-
6	Appoint Board members	-	-	R	A	At the pleasure of Council
7	Assess the Director’s performance	-	C	P	-	Varies depending on set up
8	Assess the EDO Staff performance	P	C	-	-	-
9	Assess Board performance	-	-	-	P	-
10	Direct EDO day-to-day operations	P	C	-	-	-
11	EDO Budget preparation	P	C	C	-	-
12	EDO Budget approval	-	-	R	A	-
13	Signs checks spending EDO monies	P	-	-	-	-
14	Monitor income / expenses daily	P	-	-	-	-
15	Monitor income / expenses monthly	P	C	A	-	-
16	Contracts for and reviews audit	C	P	C	A	-
17	Negotiate contracts on behalf of EDO	P	C	A	-	In compliance w budget
18	Signs contracts on behalf of EDO	R	-	P	-	-
19	Set the agenda for the Board meeting	P	C	R	-	Typically Director / Chair
20	Prepare items for Board consideration	P	C	-	-	-
21	Represent the positions of the Board	P	-	A	-	-
22	Responds to issues raised by Citizens	P	-	C	-	-
23	Interacts with the media	P	-	C	-	With BOD Media Liaison

**P=Primary responsibility / C=Contributor / R=Recommend / A=Approve** - -

Ref	Responsibility	EDO Director	CMO	EDO Board	City Council	Notes
1	Establish Board Mission and Goals	R	C	P	A	
2	Formulate annual Board / EDO objective	R	C	P	A	
3	Hire the EDO Director / Exec.		C	P	A	Need to confirm there are no legal issues with this approach
4	Hire / discipline / fire EDO staff	P	R	C		
5	Identify potential Board members	R	C	C	P	
6	Appoint Board members			R	A	
7	Assess the Director's performance	P	C			
8	Assess the EDO Staff performance	P	C			
9	Assess Board performance				P	
10	Direct EDO day-to-day operations	P	C			
11	EDO Budget preparation	P	C	C		
12	EDO Budget approval			R	A	
13	Signs checks spending EDO monies	P		A		Need to limit the amount to \$5k - above that, BOD to discuss
14	Monitor income / expenses on daily bas	P				
15	Monitor income / expenses monthly	P	C	A		
16	Contracts for and reviews audit	C	P	C	A	Need to know what this means.
17	Negotiate contracts on behalf of EDO	P	C	A		
18	Signs contracts on behalf of EDO	R		P		
19	Set the agenda for the Board meeting	C	C	P		
20	Prepare items for Board consideration	P	C			
21	Represent the positions of the Board	P		A		Question is, represent to whom?
22	Responds to issues raised by Citizens	P	C	C		
23	Interacts with the media	P	C	C		
24						
25						

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