



DEPARTMENT OF

# ARTS BUSINESS AND CULTURE

## Economic Development Manager

**Salary:** Starting at \$59,901

**Type:** Supervisor Position

**Benefits:** Full Benefits

**Closing Date:** Open Until Filled

### About ABCD

The Arts, Business, & Culture Department is responsible for fostering Salisbury's thriving economic climate through supporting business, expanding economic opportunity, promoting artistic expression, hosting unique experiences, and maintaining regional attractions such as the Salisbury Zoo and Poplar Hill Mansion. By producing signature events, facilitating business incentives, and collaborating with stakeholders, this department strives to make Salisbury a place where arts, business, and culture intersect and flourish.

### Profile

Under the general direction of the Director of the Arts, Business and Culture Department, the Economic Development Manager leads the development plans, policies, programs and strategies that balance the goals and interests of the City of Salisbury, property and business owners, residents, visitors, government agencies and community groups. This includes, but not limited to, areas of strategic planning, economic development, business retention and expansion, marketing/business attraction, small business and entrepreneurship support, community development and workforce development to generate economic growth and impact in Downtown Salisbury. Perform other duties as assigned.

### Preferred Education

Bachelor's degree in Business Administration, Public Administration, Economics or closely related field.

### Preferred Experience

Three years of professional experience.  
Equivalent combination of education and experience considered.

### Requirements/Certifications

Self-starter with a high level of optimism and enthusiasm. Strong ability to build and maintain professional relationships. Experience in grant writing and management.

### How to Apply

**1 Visit [salisbury.md/apply](https://salisbury.md/apply)**

**2 Submit City application, cover letter, and resume**

Studies have shown that women and people of color are less likely to apply for jobs unless they believe they can perform every job description task. We are most interested in finding the best candidate for the job, and that candidate may come from a less traditional background. The City may consider an equivalent combination of knowledge, skills, education, and experience to meet minimum qualifications. If you are interested in applying, we encourage you to think broadly about your background and skill set for the role.

the capital of the **eastern shore**

## City of Salisbury, MD

### Classification Description

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Classification Title: Economic Development Manager

Grade: M4

Department: Arts, Business and Culture Department (ABCD)

FLSA Status: E

Date: 2/21/24

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**Position Profile:** Under the general direction of the Director of the Arts, Business and Culture Department, the Economic Development Manager leads the development plans, policies, programs and strategies that balance the goals and interests of the City of Salisbury, property and business owners, residents, visitors, government agencies and community groups. This includes, but not limited to, areas of strategic planning, economic development, business retention and expansion, marketing/business attraction, small business and entrepreneurship support, community development and workforce development to generate economic growth and impact in Downtown Salisbury. Perform other duties as assigned.

#### **Duties and Responsibilities**

**Administration/Project Management:** Initiates and manages projects to completion; Delegates tasks and responsibilities effectively; Holds team accountable for actions and provides support when necessary.

- Primarily focus on business retention and expansion efforts but must assist in recruitment efforts as needed. Examples include company site visit planning and execution, available real estate searches, and participating in marketing networking opportunities.
- Initiate, develop, manage and maintain programs that encourage retention and expansion of existing businesses and industries within Downtown City. Develop and maintain a retention program that includes face-to-face visits, surveying of business needs, acting as business liaison between company and City departments, and following up on needs.
- Coordinate with ABCD's Marketing and Outreach Manager to maintain the department website, print materials and social media content. Interaction with the City Communication's department on developing video initiatives for local business community and City-wide image.
- Ensure the City is successful in efforts related to developing and maintaining strong working relationships with the Maryland Capital Enterprises, Small Business Development Center, Chamber of Commerce, SWED, Salisbury University, developers, corporate leaders, business owners, public school officials, other regional and state economic development agencies and citizens.
- Manage licensing including, but not limited to, hotels, mobile vending and transient merchants.

- Oversight of the Salisbury Arts & Entertainment Designation and Main Street Program.
- Assist with the execution and management of the Public Art Master Plan.
- Manage the operations and staffing of the Downtown Visitor's Center located at Salisbury Headquarters.

**Skills Proficiency/Flexibility Capability:** Develops and implements policies for the organization that are goal-oriented and stimulate economic growth. Ability to develop and adapt skills and processes to complete assignments.

- Works directly with Administration to development and implementation of short- and long-term plans for projects in Downtown Salisbury.
- Research and analysis of social, economic and other data for planning purposes.

**Leadership/Asset Builder:** Provides strong guidance and oversight. Instills confidence and inspires action while maintaining accountability. Leverages the strengths of others to achieve common goals and position team for growth and stability.

- Collaborates with the leadership teams of other City departments and stakeholder groups.
- Provides consultation and direction to improve work relationships, build morale and increase productivity and retention.
- Work with ABCD's Events Team to engage businesses in Downtown events and programs.

**Stewardship/Systems:** Assist in developing and managing the department's annual operating budget and capital improvement plan within established guidelines. Improves work methods, procedures and team dynamics to increase productivity. Eliminates unnecessary activities.

- Monitors, reviews and approves revenues and expenditures within the budget.
- With assistance from each division, research, apply and track grants on behalf of all ABCD divisions. The includes, but is not limited to, grants through the Department of Housing and Community Development, Maryland State Arts Council and Maryland Heritage Areas Program.
- Prepare monthly department reports referencing measurable goals, reporting standards and benchmarks aligned with the department mission and objectives.

**Development/Staff Development:** Engage in leadership development and advance the mission of the ABCD. Participate and provide opportunities to engage in professional development.

- Works on improving leadership skills by attending relevant meetings and trainings.
- Attend regular conferences, business forums, workshops and events.

#### **Performance Expectations**

- **Communication:** Articulates thoughts and ideas clearly and effectively to exchange information. Listens to others and provides useful feedback.
- **Work Ethic:** Demonstrates personal accountability, effective work habits, integrity and ethical behavior.

- **Teamwork:** Works well as a part of a team through respectful and collaborative relationships with colleagues, customers, affiliates and stakeholder groups.
- **Problem Solving:** Improves, designs, refines, finds and invents criteria in order to resolve problems. This combines creative and critical thinking.
- **Initiative:** Takes charge before others do and/or without being instructed.

#### **Education and Experience**

- Bachelor's degree in Business Administration, Public Administration, Economics or closely related field AND three (3) years of professional experience in Economic Development programs and activities.
- Working knowledge of economic development, planning and marketing principles; knowledge of community and local geography; knowledge of city licensing and permitting procedures; knowledge of city budgeting policies; knowledge of research methodology; knowledge of local business and industries; knowledge of financial practices and procedures.
- Must be able to work well in an environment with multiple interruptions. Must be a self-starter requiring little direction to accomplish tasks with a high level of optimism, enthusiasm, and "can-do" attitude. Ability to plan, develop and coordinate economic development programs; ability to prepare technical reports and materials; ability to make oral presentations; ability to establish and maintain effective working relationships with fellow employees, officials, businesses and the general public; ability to maintain records and prepare reports.

#### **Physical Requirements**

- Work requires no unusual demand of physical effort.

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The above job description is not intended as, nor should it be construed as, exhaustive of all responsibilities, skills, efforts, or working conditions associated with this job.

Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions of this job.