



**CITY OF SHREVEPORT**  
**CLASS SPECIFICATION**

**DIRECTOR OF ECONOMIC DEVELOPMENT**  
**APPOINTED**

**Class Status:** Unclassified  
**Department:** Mayor's Office  
**Job Code:**

**Date Originated:**  
**Date Revision:**  
**FSLA:** Exempt

**POSITION SUMMARY:** The Director of Economic Development will serve as the City of Shreveport's lead strategist and representative on all matters related to the attraction, growth and retention of business and industry within the City of Shreveport. The Director will represent the City's interests in business negotiations and in the application of City incentives. A strong collaborator, communicator, and team player, the Director will manage relationships with all local, regional, statewide and federal economic development partners to stimulate the growth and vitality of the local economy.

**ESSENTIAL FUNCTIONS:**

The Director of Economic Development will:

- Work with the Mayor's executive leadership team and economic development partners to develop and manage a comprehensive economic development strategy;
- Convene and moderate regularly scheduled meetings with the City's economic development partners to include, but not be limited to: Shreveport Chamber of Commerce, North Louisiana Economic Partnership, Entrepreneurial Accelerator Program (EAP) of Biomedical Research Foundation, Bossier Chamber, Bossier Economic Foundation, The Port of Caddo-Bossier, Shreveport Airport Authority (SAA), the Shreveport Convention Center, the Shreveport Implementation and Redevelopment Authority, the Housing Authority of the City of Shreveport, Shreveport Downtown Development Authority, Louisiana Economic Development, and other regional and state partners, as necessary;
- Prepare regular briefings for the Mayor and executive leadership to keep them abreast of progress on projects and programs within the Shreveport economic development ecosystem, and make recommendations, as necessary;
- Collaborate with state and local economic development partners to develop incentive structures and packages to attract and retain business and industry in accordance with the economic development strategy;
- Maintain metrics for economic development wins and prepare communications copy for the Mayor and Administration;
- Represent the City of Shreveport in negotiations with corporate/business leaders and effectively manage communications and follow-through with all involved parties;
- Manage relationships within the business community and intervene, as necessary, to ensure ongoing satisfaction with doing business in Shreveport; and
- Represent the City on matters related to international trade.



## **Additional Responsibilities**

- Explains economic development process to corporate executives and developers and serves as a liaison to the business community as they navigate pathways to permits and other items needed from the City.
- Identifies needs of existing companies and develops programs to support companies and encourage local expansion of jobs and capital investment.
- In collaboration with economic development partners, markets directly to site location consultants, industrial brokers and industry officials to bring new jobs and capital investments to the City.
- Analyzes financial and market feasibility data on projects under negotiation including sources and uses of funds, cash flow analysis, security provisions, business profitability, underwriting, and related data.
- Works with others to assemble cost estimates for various public actions such as land acquisition, relocation, demolition, and public improvements.
- Serves as a central point of contact for businesses, developers and contractors who use City economic development services including financial assistance, site selection assistance, and other municipal actions and services related to a specific project.
- Directs and assists in preparing department budget and accounts for expenditures.

## **MINIMUM QUALIFICATIONS:**

### Knowledge of:

- Operational characteristics, services and activities of a comprehensive economic development program.
- Management skills to analyze programs, policies and operational needs.
- Principles and practices of program management, development and administration.
- Principles and practices of municipal budget preparation and administration.
- Principles of supervision, training and performance evaluations.
- Pertinent Federal, State and local laws, codes and regulations.

### Ability to:

- Plan, organize, direct and coordinate the work of lower level staff.
- Select, supervise, train and evaluate staff.
- Delegate authority and responsibility.
- Lead and direct the operations, services and activities of the Economic Development Division.
- Determine the feasibility of various economic development projects.
- Identify and respond to community issues, concerns and needs.
- Develop and administer goals, objectives and procedures.
- Prepare clear and concise administrative and financial reports.
- Analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations in support of goals.
- Interpret and apply Federal, State and local policies, procedures, laws and regulations.
- Communicate clearly and concisely, both orally and in writing.
- Establish and maintain effective working relationships with those contacted in the course of work.



Experience:

Five years of increasingly responsible experience in public administration, economic development or a related field.

Training:

Bachelor's degree from an accredited college or university with major course work in business or public administration, finance, or a related field.

***Must possess a valid driver's license upon appointment***

**WORK ENVIRONMENT:**

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines. Works under pressure due to multiple calls, inquiries, and conflict. The Director is subject to many interruptions and unpredictable situations. May be subject to long irregular work hours and may be in field as needed.

**PHYSICAL DEMANDS:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is regularly required to talk, hear and sit for a prolonged periods of time. The employee is required to frequently talk; use hands to finger, handle or feel; and reach with hands and arms.

**TRAVEL:**

Travel is primarily local during the business day, although out-of-the-area and overnight travel will be expected.

**OTHER DUTIES:**

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

**The City of Shreveport is an EEOC Employer**