

## **CITY OF OPELIKA POSITION DESCRIPTION**

### **Talent Attraction & Retention Coordinator Economic Development**

#### **Job Summary**

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This position is FLSA nonexempt (full-time). This position works with others in a professional office environment. The position is responsible for area workforce recruitment, communicating and gathering Opelika Economic Development information, assisting in the development of economic development strategy, developing and executing marketing strategies and materials, public relations, and reporting. The position supports Economic Development activities by providing assistance to the Project Manager and Economic Development Director. The position works under general supervision independently developing work methods and sequences.

#### **Minimum Qualifications**

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- Requires a valid State of Alabama or Georgia driver's license.
- Bachelor's Degree in Business Administration, Economics, Marketing, Management, Public Administration, or a closely related field.
- Experience in public administration, marketing, public relations, or economic development is preferred but not required.
- Any equivalent combination of education, experience and training which provides the required knowledge, abilities and skills may be considered as determined by the hiring authority.
- Applicants are required to submit to a background check as a condition of employment.

#### **Essential Job Functions**

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- Develop seminars/events to facilitate the growth of new and existing businesses.
- Represents the Economic Development department (ED) on the Opelika Workforce Council.
- Serves as an ED liaison with the Opelika Chamber of Commerce, Opelika Main Street, Southern Union State Community College (SUSCC), Auburn University (AU), the Career Center, Goodwill, and others as directed by the Director of Economic Development.
- Coordinates Opelika Work Force activities and programs with area educational programs, including Opelika City Schools, SUSCC, AU, Tuskegee University, and Point University. The programs include Career and Technical Education, Ready to Work, Opelika Pre-K, Career Discovery/Central Alabama Works, Federation for Advanced Manufacturing Education, work-based learning programs, and AU internship/co-op programs.
- Coordinates and expands the ED's Career Skills Internships program with Fort Benning, including attending weekly hiring events for area companies/businesses, coordinates intern placement with local companies/businesses and provides weekly status updates,

- compiles and provides weekly and monthly reporting to the US Army, and creates recruitment materials for area companies/businesses with current job openings.
- Develops and creates Career Skills Internships programs with other military branches and locations, including Maxwell AFB, Fort Rucker, Redstone, the National Guard, Veterans Affairs, etc.
  - Assists the Economic Development Director with retention and workforce development strategies to assist existing industries and local businesses. Markets, coordinates, and evaluates the strategies and communicates results to relevant parties as directed.
  - Assists the Director of Economic Development and Project Manager in the coordination of special events including prospect visits, fundraising efforts and familiarization tours.
  - Communicates Opelika Economic Development Information through use of social media including, but not limited to, Facebook, Twitter, Linked-In and other outlets. Maintains and updates the ED website. Responds to website and social media user inquiries.
  - Monitors, researches and continually updates Internet sources for existing information regarding Opelika, active projects, existing industries and future lead generation.
  - Creates, updates, and maintains economic development materials.
  - Coordinates economic development initiatives within the community. Creates, promotes, and advertises new ideas for enhanced local programs and ED campaigns.
  - Establishes and maintains business information data bases including but not limited to available buildings, community profile, area wage data, and the ED website. Works closely with the Economic Development Partnership of Alabama (EDPA) to ensure all information on state website regarding Opelika is current.
  - Works closely with state and local commercial realtors to obtain updated information to be listed on the Opelika and EDPA websites.
  - Participates in community functions to represent department as requested by Director.
  - Compiles and distributes weekly job openings updates.
  - Gathers and maintains information/data to support periodic and special reports for the area of responsibility as directed; makes copies and distributes to appropriate personnel/departments.
  - Attends staff, committee and other professional meetings to exchange information, represent supervisor, or take minutes; transcribes and distributes copies of minutes to appropriate personnel; organizes and coordinates meetings as directed and prepares meeting agendas/packages.
  - Provides backup support to office administrator and maintain office records.
  - Regularly attends work.

## Marginal Job Functions

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- Attends or conducts staff and other professional meetings to exchange information; attends in-service training and technical or professional classes, seminars, or conferences to improve technical or professional skills.

## EMPLOYMENT POLICY

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The City of Opelika is an Equal Opportunity, Affirmative Action, and Americans with Disabilities Act compliant employer. We consider applicants for all positions without regard to race, religion, color, national origin, gender (including pregnancy, childbirth or related medical conditions), sexual orientation, gender identity, gender expression, age, parental status, status

as a protected veteran, status as an individual with a disability or any other legally protected status. In accordance with the Department of Justice regulations implementing Subtitle A of Title II of the Americans with Disabilities Act (42 U.S.C. 12131), the City of Opelika welcomes all reasonable requests for accommodations from prospective applicants. The City's ADA Coordinator can be reached at (334) 705-2083 or at [ADA@opelika-al.gov](mailto:ADA@opelika-al.gov).