

**BOROUGH OF EBENSBURG**  
**Community Development Director**

**Statement Of Job**

This is an administrative management position. Under the direction of the Borough Manager, the employee is responsible for development and administration of planning and community development activities including management of the Main Street Partnership, coordination of community events, marketing initiatives including Web site maintenance, administration of GIS related matters, and oversight of all ongoing development projects. The position is also charged with seeking and acquiring grant funds for projects. Work involves a high degree of independent discretion and judgment.

**Job Functions**

- Actively markets the Ebensburg business district with the goal of business retention and recruitment.
- Oversees the Main Street Partnership and recruits new members.
- Maintains up-to-date building/business inventory.
- Develops and maintains business recruitment package and meets with new and potential new businesses.
- Plans and coordinates business-related training and seminars.
- Receives inquiries from prospective businesses and residents, assists with identifying satisfactory property, and coordinates information with the Main Street Partnership Chairperson.
- Serves as liaison to the Main Street Partnership Board and provides requested support.
- Assists businesses with all marketing and promotion needs (press releases, advertising, promotions, open houses, etc.)
- Coordinates and participates in special events held in Ebensburg such as PotatoFest, Homecoming, Art In Bloom, Farmers Market, Sidewalk Sales, Dickens of a Christmas and other Main Street activities; seeks event sponsors.
- Enhances and maintains five websites.
- Provides oversight and coordination to all development related projects.
- Enhances and maintains the borough's Geographic Information System (GIS).
- Identifies, acquires, and administers grant funds for various projects.
- Performs all public relations on behalf of borough; creates video and radio advertisements; creates posters, flyers, letters brochures; generates press releases; serves as spokesperson for media interviews; writes borough newsletter and e-newsletter.
- Answers public inquiries and disseminates information to the public regarding programs and projects, speaks to local groups and schools about events and projects.
- Recruits and oversees interns and volunteers to assist with work flow.
- Provides recommendations to the Borough Manager on issues related to community development.
- Makes duty oriented decisions, takes initiative, offers solutions and or recommendations to problems on the basis of well-defined standards and precedence.
- Attends approved training to keep informed of the latest technology and practices in community development including DCED, PDC, etc.)
- Interacts with DCED and Pa Downtown Center and generates and files required reports.
- Manages the borough's sustainability program.
- Performs other duties as assigned.

## **Required Knowledge, Skills and Abilities**

- Knowledge of general accounting principles and modern business practices.
- Ability to maintain written/computerized records.
- Ability to perform complex arithmetical computations and tabulations accurately and with reasonable speed.
- Skill in dealing tactfully and effectively with the public.
- Knowledge of business writing and grammar usage.
- Knowledge of the practices of community and economic development programs.
- Knowledge of the methods used in making surveys and conducting investigations and the preparation of reports.
- Possession of good management and organizational skills.
- Ability to establish, promote and maintain effective working relationships with and among co-workers, residents, and the business community.
- Ability to communicate clearly and concisely both orally and in writing.
- Ability to give advice and recommendations.
- Ability to maintain records and give reports.
- Ability to calculate and estimate project costs in terms of material, money, time and labor.
- Ability to recognize, analyze and react in day-to-day situations requiring independent discretion and judgment.

## **Knowledge, Skills and Abilities Necessary To Acquire**

- Thorough knowledge of the philosophies, principles, laws, regulations, procedures, goals, and priorities of municipal planning and community development programs.
- Thorough knowledge of the social and economic characteristics of the community.
- General knowledge of the principles and practices of commercial and residential rehabilitation.
- General knowledge of the scope and functions of municipal government.
- Demonstrable knowledge of website content management.
- Ability to plan and supervise the work of others.

## **Minimum Training and Experience**

- High School diploma or equivalent. BA in related field preferred.
- Demonstrable experience in routine clerical and accounting responsibilities.
- Demonstrable experience in office computer software including Word, Excel, PowerPoint, Publisher, QuickBooks.
- Prior experience in some applicable administrative capacity such as community and economic development, public administration, marketing/advertising, communications or media relations.
- On the job training may be utilized to determine an applicant's suitability.

## **Required Licenses and Certifications**

- Valid Pennsylvania motor vehicle operator's license

## **Physical Demands**

- Moderate work. May require considerable standing (up to 3 hours at a time, 8 hours per day); Considerable walking (varies depending on tasks); Frequent sitting (up to 8 hours per day); Occasional lifting of 10 lbs.; Occasional bending, squatting, twisting and reaching; Occasional kneeling and pushing and pulling; Frequent repetitive motion, grasping and manipulation of hands; Excellent sensory abilities including speaking (for expressing or exchanging ideas by means of the spoken word), hearing (perceive information at normal spoken word levels), visual acuity (color perception, preparing and analyzing written or computer data), depth perception, tactile sensation and smelling. The work involves site review in the field. Sites may be in a natural state or in midst of development or construction necessitating ability to traverse rough terrain or unfinished construction sites without access for physically challenged individuals.

## **Working Conditions**

- Position involves 80% inside work; noise sufficient to interrupt conversation.

## **Schedule**

- Forty (40) hours per week. Schedule may vary, but essentially 8:00 a.m. and 4:00 p.m. Frequently attend evening meetings. May be required to work weekends and holidays only during special events. Schedule may vary and shall be determined by the Borough Manager. May be required to work in excess of forty hours per week.

This position requires a frequent presence in the downtown in order to develop relationships with business owners and an awareness of problems and other factors facing businesses.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

**January 2020**