



CITY OF CHINO

Business Assistance Specialist

Definition:

Under general supervision, performs a variety of technical and professional economic development and marketing work; coordinates, markets, implements, and monitors various City Economic Development programs; implements business retention marketing strategies; assists with business attraction and development of marketing strategies; provides assistance to the business community by facilitating local businesses' use of City resources; and does related work as assigned.

Class Characteristics:

The Business Assistance Specialist is responsible to proactively work with existing employers and provide business consulting services to ensure that these employers stay in the City of Chino. He/She assists and participates in economic research, strategic planning, program development, and marketing for the City's Community Development Department.

Essential Functions:

- Assist in implementing programs to retain, and expand businesses in the City of Chino; coordinate projects with City departments and outside agencies.
- Receive and respond to inquiries pertaining to business retention; send out informational materials; assist businesses by facilitating development related processes; analyze business needs against available programs and make recommendations.
- Collect, compile, and analyze economic, demographic, and business data; maintain economic development data bases, including information on existing uses; develop and create a variety of reports based on data collected.
- Assist in implementing and coordinating targeted marketing programs for business retention programs; provide input into the design, development and production of marketing tools; prepare newsletters, maps, marketing brochures and flyers.
- Conduct interviews and site visits of businesses; respond to public inquiries; organize meetings and events; compose correspondence.
- Assist in preparing the Community Development Department budget, monitor budget, and conduct cash flow analysis; coordinate contracts, accounts payable, invoices and other financial documentation.
- Represent the City at a variety of meetings/workshops, industry trade shows and conventions to promote the City; research businesses to ensure a thorough understanding of their products and organizational culture; develop strategies based on research findings.
- Assist in research and development of recommendations on economic development projects; provide technical staff support to the Director of Community Development; coordinate and monitor activities of consultants.

Business Assistance Specialist

- Interact with co-workers at all levels in the organization in a collaborative and customer service-oriented manner.
- Maintain prompt and regular attendance.
- Perform all duties within the context of the City's Mission Statement and Organizational Values.

Qualifications:

Any combination of education and experience that provides the required knowledge, skills, and abilities to perform the essential job duties of the position is qualifying. The incumbent will possess the most desirable combination of training, skills, and experience, as demonstrated in his/her past and current employment history. A typical example includes:

Education:

- High School Diploma or G.E.D. (required).
- Bachelor's degree in public administration, business administration, urban studies, marketing, or a related field (desirable).

Experience:

- Two years of increasingly responsible work experience with economic development programs.

Knowledge of:

- Federal and state laws, regulations, and procedures concerning economic development projects.
- Financial procedures and regulations.
- Research methods and sources of information related to urban growth and economic development.
- Recent developments, current literature, and sources of information related to economic development planning.
- Budget procedures and techniques.
- Principles and practices of marketing and public relations.
- Principles and practices of public speaking, public contact, and community relations.
- Data processing systems/applications.

Ability to:

- Perform special research and prepare, and present reports on a variety of economic development projects.
- Communicate clearly and concisely, both orally and in writing.
- Operate programs within allocated amounts.
- Deal tactfully and courteously with internal and external customers.

Business Assistance Specialist

- Understand, explain, and apply policies and procedures.
- Develop effective marketing tools.
- Analyze unusual situations and resolve them through application of City policies, procedures, rules and regulations.
- Assist in attracting and retaining businesses.
- Represent the City in a variety of meetings.
- Work independently and set priorities.
- Operate a computer and utilize a variety of software programs.
- Deal constructively with conflict and develop effective resolutions.
- Interpret financial statements and cost accounting reports.
- Establish and maintain effective relationships with the community at-large, business owners, and public officials.
- Keep current in the field of planning and economic development.

Special Requirements:

- Possess a California Driver License and a satisfactory driving record.
- Receive satisfactory results from a background investigation, a physical examination, which includes a drug screen, and an administrative review.

Physical Profile:

Category I; 7, 12.

Link to description [here](#)

Employee Unit:

SBPEA (Professional, Technical and Clerical)

Revised: 7/1/2014

Replacing Business Development Associate position classification dated 10/6/2009.

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