

DEVELOPMENT SPECIALIST

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job.*

DEFINITION

Under general supervision, to maintain a comprehensive database including maps, photos, narrative and data; provide comprehensive graphic design, production and support services; produce a variety of custom computer graphic design projects for print and multi-media applications; conduct research; work with businesses, brokers and developers; and perform other related duties as assigned or required.

EXAMPLES OF DUTIES - *Examples of duties performed by employees in this class may not include all required duties, nor are all listed tasks necessarily performed by everyone in this class.*

Reports and maintains records for the commercial property inventory database, which includes researching parcels and property owners, scanning and importing pictures and maps, and conducting property site searches for commercial real estate brokers and prospective business developers. Researches market data, and interpret results for prospective developers and business owners. Interfaces with and provides information to developers, businesses, property owners and commercial real estate brokers; including assisting them in navigating through the permit process. Drafts, designs, produces e-mail and hard copy periodic informational newsletters for city staff, commercial property owners and real estate brokers. Drafts and designs complex PowerPoint presentations for prospective businesses and other special event functions. Prepares, alters, and enhances photographs. Creates custom computer graphics producing marketing materials, brochures, projects, maps, cover pages, flyers, posters, invitations, logos, banners, animated e-mail cards and publications. Coordinates computer related information with Information Technology Department including Department web pages. Reviews and researches new office equipment and software. Confers with department staff on assignments relating to marketing research and development. May be assigned to assist staff and provide support for the City Manager or Deputy City Manager in tasks requiring confidentiality and discretion. Or, act as the representative for the department to various boards, commissions, outside agencies and the general public by attending various meetings, trade shows, and community events.

MINIMUM QUALIFICATIONS

Knowledge of:

- Computer equipment and software applications related to assignments.
- Computer and Web graphics and multimedia.
- Design elements leading to a commercial quality graphic design product.
- Layout techniques and aesthetic concepts.

- English usage, spelling, grammar, and punctuation.
- Methods and techniques of marketing research.

Ability to:

- Learn complex computer database and design.
- Organize and maintain large amounts of information on computer databases including maps, photos, data and narrative, and produce high-quality graphic design products.
- Design and produce quality graphic art materials, projects and layouts in various styles and media.
- Operate various software programs to produce quality graphic design.
- Create original ideas within short time frame and tight schedules.
- Maintain and update computer graphic software.
- Maintain confidentiality and discretion.
- Work independently with limited supervision, and exercise initiative and sound judgment.
- Establish and maintain effective working relationships with all levels of staff, other agency representatives, developers, real estate brokers, and the general public.
- Understand and follow oral and written instructions.
- Communicate clearly and concisely, both orally and in writing.
- Research and compile a variety of information.
- Prepare clear and concise reports.
- Learn to analyze and interpret research, and make appropriate recommendations.
- Learn the methods and techniques of public relations and marketing.

Experience and Training Guidelines

Experience and Training: Equivalent to the completion of an Associate of Arts degree or certificate program in commercial or graphic arts or closely related field OR two years of diversified computer graphics and/or commercial property database systems experience. Experience or training in research, economics or marketing is highly desirable.

WORKING CONDITIONS

Environmental Conditions: Office environment; exposure to computer screens.

Physical Conditions: Essential and marginal functions may require maintaining physical condition necessary for sitting for prolonged periods of time.