

## **Economic Development Marketing Specialist**

The Town of Wallingford is seeking a qualified individual to develop and implement the marketing, business recruitment and retention programs for the Town of Wallingford. This full-time position is responsible for working closely with the Economic Development Commission, related town staff and departments for planning and coordinating of community development projects, assisting business applicants with local and State permitting processes and providing research for Town sponsored projects. Applicants should possess three (3) years' experience in economic development, industrial/commercial development, business recruitment/retention, marketing or related field; a degree from a college or university in economics, business, public administration, planning, marketing or related discipline; or an equivalent combination of education and qualifying experience substituting on a year-for-year basis. Salary: \$76,720 to \$98,162 annually plus excellent fringe benefits that include medical insurance, pension plan, paid sick and vacation time for a total compensation package in excess of \$100K. Applications may be downloaded from the Department of Human Resources Web Page and can be mailed to the Department of Human Resources, Town of Wallingford, 45 South Main Street, Wallingford, CT 06492, or emailed to: [wlfthr@wallingfordct.gov](mailto:wlfthr@wallingfordct.gov) by the closing date of February 17, 2023. Phone: (203) 294-2080; Fax: (203) 294-2084. EOE



# TOWN OF WALLINGFORD

## Open Competitive Examination

Department of Human Resources  
Wallingford Town Hall  
Room 301  
45 South Main Street  
Wallingford, Connecticut 06492  
Telephone (203) 294-2080  
Fax (203) 294-2084

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### ECONOMIC DEVELOPMENT SPECIALIST

**\$76,720 – \$98,162**

(Annually)

**General Statement of Duties:** Develops and implements the marketing, business recruitment, business retention and assistance programs for the Town of Wallingford. Actively solicits and negotiates with businesses to encourage their location within the Town and works with existing businesses to retain their presence and assist with their expansion plans and any problems they may experience. Plans and develops the Economic Development Commission's (EDC) annual marketing plan and promotional materials. Develops prospective leads by use of editorials, telephone, networking and/or electronic media. Designs, organizes, markets and prepares tours, trade missions, seminars, workshops, meetings, etc. to promote economic and community development activities.

**Additional Duties:** Serves as staff to the Economic Development Commission and its committees; Collaborates and participates in community organizations to foster economic and community development; Maintains economic development data and information on existing businesses and available land and buildings; Prepares correspondence and periodic narrative and statistical reports, including monthly and annual marketing reports; Assists in providing technical data and research services to Town departments, boards, commission and the public as required; Participates in professional economic development organizations; Conducts site visits; Assists in e-marketing initiatives and maintenance of economic development web site; Provides budget support; Attends meetings, including night meetings, as needed; Attends out-of-state trade shows as required. Performs related work as required.

**Supervision Received:** Works under the direction of the Program Planning Office department head or the Mayor's Office.

**Supervision Exercised:** As required; May supervise clerical and other Department staff as assigned.

**Required Knowledge, Skills, and Abilities:** Considerable ability to establish and maintain cooperative relationships with public officials, business and civic leaders and Town employees to align business development opportunities with the Town's Plan of Conservation and Development. Good ability to make effective verbal and written presentations, and to prepare letters, press releases and articles for publication. Good knowledge of the State of Connecticut and US government business assistance programs. Good knowledge of productivity software, contact management programs, and the use of Internet marketing as appropriate and as needed for economic development. Good knowledge of economic development, marketing, real estate and community development principles. Ability to maintain a high level of confidentiality and professionalism in representing the Town in business development activities. Good knowledge of financing business development opportunities.

**Qualifications:** A bachelor's degree from an accredited four-year college or university in economics, business, public administration, planning or a related field, plus three (3) years of experience in private/public economic development, industrial/commercial development, business retention/recruiting, or related field; or an equivalent combination education and qualifying experience substituting on a year-for-year basis. Experience in local, state, regional or federal economic development is desirable.

**Special Requirements:** Must maintain and possess a valid Connecticut motor vehicle operator's license.

**Fringe Benefits:** Excellent Health Insurance Packages, Group Life Insurance, Pension Plan, Paid Holidays, Paid Vacations, Paid Sick Leave.

**Application Forms:** May be obtained at the Department of Human Resources, Town of Wallingford, 45 South Main Street, Wallingford, CT 06492. Forms will be mailed upon request from the Department of Human Resources or may be downloaded from the Department of Human Resources Web Page.

**Examination:** Written – 100% **or** Oral – 100% **or** Background Evaluation – 100% **or** Written-50%/Oral – 50% **or** Written 50%/Background Evaluation – 50% **or** Oral – 50%/Background Evaluation – 50%

**Closing Date:** The closing date will be February 17, 2023.

**THE TOWN OF WALLINGFORD IS AN EQUAL OPPORTUNITY EMPLOYER**