



## **Elon University Year of Service Graduate Fellow**

### **Economic Development Project Coordinator**

#### **Statement of Purpose**

The City of Burlington Economic Development department is partnering with Elon University to provide a mutually beneficial work experience for a Elon Service Year Graduate Fellow and our agencies. This position is modeled for a Project Coordinator, a critical support team member with a diverse portfolio of responsibilities and the opportunity to lead projects and campaigns as assigned.

#### **Position Description**

The Project Coordinator will: work closely with the department's Project Manager and Downtown Manager on implementing strategic planning priorities; working with local business and industries on expansion, workforce and capital access issues, and work with City and community partners to execute projects and communicate opportunity. This position is structured to provide the Fellow an immersive experience in business support and assistance, local government administration, communications and real estate development in an economic development context.

#### **General Statement of Duties**

Under the guidance of the Economic Development Director and the direction of the Project Manager and Downtown Manager, the Economic Development Project Coordinator will perform professional work – progressing in responsibility throughout the service year – in various economic development-related activities such as:

- Conducting data analysis, market analysis and other research related to business or development prospects for the City
- Maintaining databases for economic development projects, available commercial real estate and grant reporting
- Communicating directly with prospective and current City business owners and residents
- Assisting in implementing the City's comprehensive economic development strategy
- Develop creative content for the Department's newsletters, website and social media
- Attending meetings with business executives, financial organizations, community leaders and other groups/individuals with City staff

Employee progress is checked through work in progress and inspection and formal reporting in addition to regular informal review of work product. The Economic Development Director serves on the Steering Committee for the Elon Year of Service Graduate Fellows program and maintains regular communication with Elon University program staff to conduct further position review.

## **2021-22 Focus Areas**

The Elon Year of Service Graduate Fellow will provide valuable support to the Economic Development team in the following project areas in 2021-22. A specific focus will be on priority strategies and action items derived from the department's strategic planning process, expected to be complete in May-June of 2021:

- Leading administration of the Maple Avenue Corridor Façade Grant Program
- Maintaining commercial real estate and redevelopment property databases
- Editing and contributing to the Department's e-Newsletter to existing businesses
- Supporting the Department's Business Retention & Expansion initiatives Citywide & Downtown
- Contributing to the Department's social media accounts
- Working collaboratively to communicate and implement Strategic Plan priority items as assigned

## **Knowledge, Skills, and Abilities Developed**

The Elon Year of Service Graduate Fellow in Economic Development will be engaged in many government administrative and management activities, with exposure to principles of real estate and business development. Through this position, the Fellow has the opportunity to build valuable skills in the following areas:

- Knowledge of the principles and practices of economic development and real estate
- Considerable knowledge of economic development data sources
- Ability to solve problems and disputes with tact and diplomacy
- Ability to prepare and effectively present complex and detailed records and reports
- Ability to effectively communicate both orally and in writing
- Ability to maintain effective working relationships with City officials, other public officials, employees, developers, corporate agents, local/state/fed representatives and the general public