

**ATOKA CITY INDUSTRIAL DEVELOPMENT AUTHORITY  
(ACIDA)**

The Economic Development Director of the Atoka City Industrial Development Authority (ACIDA) shall be appointed by the City Manager/ACIDA Trustees and serves under the general supervision of the City Manager/ACIDA Trustees.

This position shall be a full-time position with a salary as set by the City Manager/ACIDA Trustees with the employee benefits of said position being the same as the employees of the City of Atoka.

**Economic Development Director – Position Overview**

Business Development:

- Effectively and positively represents the Atoka community to target industries in alignment with strategic direction.
- May also include the development of residential housing units and retail businesses.
- Generates new leads with potential businesses and follows through in order to drive strategic growth.
- Works with existing Atoka area businesses in order to encourage and facilitate expansion and retention.
- Continually monitor business opportunities in order to drive the long-term strategic growth of Atoka.
- Develop and implement a primary jobs business recruitment and marketing strategy.
- Develop and implement an effective business retention and expansion program.
- Maintain an informative website for ACIDA, AIFA and the City of Atoka.
- Create and distribute literature promoting the City of Atoka and its economic improvement.
- Make recommendations for any changes or additions to the city ordinances, including zoning.
- Search out, write, administer, and implement grants for ACIDA and AIFA and the City of Atoka for the economic development of the City.
- Develop and maintain an electronic database on utilities, taxes, zoning, transportation, community services, financing tools, etc.; respond to requests for information for economic development purposes; and prepare and analyze demographic information for prospective business interests, including statistical data regarding current businesses and resources, as well as prospective businesses, available land sites, and available buildings.
- This position is responsible for the organization and implementation of an economic development program to promote the growth and development of the City's economic base it shall be accountable for all aspects of the development of new business, jobs for the citizens of Atoka, by supporting of existing industry and the attraction of businesses and residents. It shall also further economic development through tourism and recreation.

Relationship Development and Networking:

- Networks with national and international site selectors to promote Atoka as a viable option for new businesses.

- Builds relationships with Federal and State agencies to identify potential opportunities and development projects.
- Represents Atoka and the regional area at economic related meetings, presentations, and trade shows through development of proposals and promotional materials.
- Initiates contact between real estate owners, or their realtors, and potential industrial site selectors.
- Establish, maintain, and coordinate working relationships with federal, state, county, and regional agencies involved in community development and workforce education and training, including serving as liaison to the Atoka County Chamber of Commerce, the Oklahoma Southeast Economic Development Council, and other public/private groups interested in economic development.
- This position requires a self-motivate professional willing to occupy a highly visible position in the community. This individual must be a leader with excellent communication and presentation skills who is willing to work closely with business and development interest groups, maintain managerial competence, maturity of judgment, and strong personal leadership, as well as be detail oriented with the ability to keep the “big picture” in perspective.

Community Strategic Direction:

- Works under direction of City Manager, and with area businesses, civic groups, and the general public to ensure support and coordination of economic development activities.
- Develops and communicates Annual Strategic Plan to ACIDA Board for consideration and approval.
- Represents the views of industry contacts to City Officials with the purpose of helping to ensure suitable infrastructure and community atmosphere is in place to attract new businesses.
- Serves as a liaison between local businesses and local education to develop the existing and upcoming workforce.
- Propose strategies to achieve goals and objectives for city-wide community development to the City Manager and ACIDA Trustees; exercise broad discretion and make independent judgment to attain goals and objectives; and monitor local, state, and federal legislation relating to community development.
- Work and coordinate with Atoka County Government, Atoka Public Schools, INCA Community Services, and other agencies to develop economic growth
- Address businesses and civic groups, including those made by citizens of Atoka, regarding the strategic agenda and activities of ACIDA and AIFA and its current community development activities and plans; attend ribbon-cutting ceremonies and be an active member of the community in order to promote the economic welfare of the City.

General Management:

- Performs detailed research and analytical studies of key issues related to local

project funding needs and/or grant application preparation. Assists in retaining current and securing additional funding sources.

- Ensures that office policies and procedures are appropriately carried out.
- Prepares and administers annual department budget.
- Prepares and presents to the City Council and the ACIDA Board periodic reports on significant activities related to the Annual Strategic Plan.
- Supervises, directs, and evaluates staff.

### **Illustrative Examples of Work**

- Serve as liaison with public, private, and non-profit organizations for business attraction, creation, expansion, and retention activities.
- Assist in the creation and analysis of joint economic development districts, tax incentives, financing districts, business incentive programs, and cooperative economic development agreements.
- Prepare information for dissemination to potential business clients, including economic, statistical, financial, population, growth, demographic, and other information.
- Assist potential new businesses in site analysis, including demographic, tax, fee, development, and related information.
- Presents oral and written reports to the City Manager, ACIDA, AIFA, City agencies, City Council, economic development interest groups, and other interested parties and groups, as well as the general public.
- Knowledge of the theory, principals, and practices of economic and community development, of state, federal, and regional grant programs pertaining to economic and community development, grant writing and implementation, and computer programs, including PowerPoint or similar presentation programs.

### **Education, Experience, and Training**

- Bachelor's Degree, and preferably an advanced degree, in Business or Public Administration, Marketing, Economics or closely related area.
- Experience in upper-level management in business, local government, or a national organization.
- Preferably maintains Certified Economic Developer designation.
- Strong business development and negotiation skills.
- Strategic thinker with the ability to formulate and carry out long-term strategy.
- Self-starter with ability to work independently.

- Demonstrated presentation skills.
- Strong verbal and written communication skills.
- Ability to make strong recommendations for consideration by others.
- Strong knowledge of the techniques and principals of public relations, external community image building, team building, and community marketing.
- Ability to communicate and work effectively with local governmental and community leaders to plan, develop, and implement special projects and economic development programs.
- Ability to develop a detailed understanding of all local, state, and federal incentives which are available to established and new businesses in the community.
- Strong knowledge of private sector financing and incentive strategies.