



# New Mexico State Personnel Office

2600 Cerrillos Road  
Santa Fe, New Mexico 87505-0127

## Classification Description

### ECONOMIC DEVELOPMENT REPRESENTATIVE

<u>Class Title</u>	<u>Class Code</u>	<u>Pay Band</u>	<u>Alt Pay Band*</u>
Economic Development Representative	Q20101	65	75

*\*In accordance with SPB Rule 1.7.4.10 NMAC, the assignment to alternative pay bands shall be reviewed annually to determine their appropriateness.*

#### Occupation Description

Incumbents in this classification create, retain and expand jobs and increase investment through partnerships to establish a stable, diversified economy that will improve the quality of life for New Mexico citizens.

#### Nature of Work

Economic Development Representatives (EDR), working at the Economic Development Department, promote economic development for the State in an effort to stimulate business opportunities and local jobs. EDR's work with communities to prepare them for business opportunities by servicing and supporting industries and communities to maintain and expand economic viability. EDR's also research industry specific conditions in local, regional, or national areas, or gather information to determine matches for potential recruitment, expansion, start-up, revitalization, or public/private investment opportunities in that specific community. EDR's should be extremely well versed on local, state and federal programs which may be utilized in stimulating job creation opportunities.

#### Distinguishing Characteristics

*Note: The omission of specific statements does not preclude management from assigning other duties which are reasonably within the scope of the duties.*

- Provides site location information to businesses interested in locating in New Mexico.
- Coordinates inquiries with local economic development professionals and chambers of commerce.
- Establishes a network of private and public contacts to market New Mexico as a business expansion or relocation site.
- Prepares cost comparisons to recruit business and researches and provides information on state utility rates, labor costs, fringe benefits, tax rates, worker's compensation, transportation costs, land use, capital formation resources, workforce training programs and other incentives.
- Assesses needs of businesses for retention/expansion in New Mexico.
- Advises businesses of various market development, financing, workforce training and business planning resources. May advise businesses on better ways to structure their business (LLC, Corporation, etc), and may provide recommendations on the business plan, financial strength and financing mechanisms for staying in or growing its business.

## **ECONOMIC DEVELOPMENT REPRESENTATIVE (EDR)**

- Coordinates with local, state, and federal grant providers to aid business expansion and entrepreneurial development.
- Provides technical assistance to communities and local development groups applying for federal and state grants to aid business expansion or investment.
- Analyzes market opportunities and state competitiveness.
- Conducts site visits and makes presentations to businesses.
- Serves as liaison to government entities, chambers of commerce, labor offices and private sector organizations on a broad range of economic development activities.
- Conducts workshops and makes presentations to local economic development groups to assist them in implementing programs to facilitate business development and to promote New Mexico's business opportunities.
- Advocates on behalf of businesses to ensure regulatory issues are not impeding economic growth.
- Works with other agencies in order to explain and/or remedy regulatory issues on behalf of businesses.
- Maintains knowledge of principals and practices in the field of economic development.
- Represents New Mexico at US and international trade missions.
- Assists Native American pueblos/tribes with economic initiatives, while preserving cultures and traditions.
- Consults with New Mexico companies (export consultations) to help create international strategy, educate on suitable foreign markets and field questions related to exporting including logistics, customs and cultural considerations.
- Serves as facilitator for technical assistance providers and resources such as SBDC's, SBA, SCORE, Wesst, Accion, etc.
- Establishes and maintains effective working relationships with departmental officials, legislators, state/local officials, staff and the general public.

### **Recommended Education and Experience for Full Performance\***

A Bachelor's Degree in Marketing, Economics, Economic Development, Business Administration, Finance, Public Administration, Historic Preservation, Communications/Journalism, Community Development, Urban Design, and/or Urban and Regional Planning from an accredited college or university and four (4) years of professional level experience with a light strategic impact performing a combination of economic development, community development or economic development finance.

### **Minimum Qualifications:**

A Bachelor's Degree in Marketing, Economics, Economic Development, Business Administration, Finance, Public Administration, Historic Preservation, Communications/Journalism, Community Development, Urban Design, and/or Urban and Regional Planning from an accredited college or university and two (2) years of experience in economic or community development programs. Any combination of education from an accredited college or university and/or direct experience in this occupation totaling six (6) years may substitute for the required education and experience.

Economic Development Certification (CED), National Development Council (NDC), or Economic Development Institute (EDI) Certification is preferred.

## ECONOMIC DEVELOPMENT REPRESENTATIVE (EDR)

### Knowledge and Skills

*Note: This information has been produced by compiling information and documentation provided by O\*NET. O\*NET™ is a trademark of the U.S. Department of Labor, Employment and Training Administration.*

### Knowledge

**English Language** — Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.

**Customer and Personal Service** — Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.

**Administration and Management** — Knowledge of business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.

**Sales and Marketing** — Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.

**Computers and Electronics** — Knowledge of circuit boards, processors, chips, electronic equipment, and computer hardware and software, including applications and programming.

**Mathematics** — Knowledge of arithmetic, algebra, geometry, calculus, statistics, and their applications.

**Communications and Media** — Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.

### Skills

**Reading Comprehension** — Understanding written sentences and paragraphs in work related documents.

**Active Listening** — Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.

**Complex Problem Solving** — Identifying complex problems and reviewing related information to develop and evaluate options and implement solutions.

**Critical Thinking** — Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.

**Judgment and Decision Making** — Considering the relative costs and benefits of potential actions to choose the most appropriate one.

**Speaking** — Talking to others to convey information effectively.

**Writing** — Communicating effectively in writing as appropriate for the needs of the audience.

**Monitoring** — Monitoring/Assessing performance of yourself, other individuals, or organizations to make improvements or take corrective action.

**Active Learning** — Understanding the implications of new information for both current and

## ECONOMIC DEVELOPMENT REPRESENTATIVE (EDR)

future problem-solving and decision-making.

**Coordination** — Adjusting actions in relation to others' actions.

**Statutory Requirements:** N/A

**Conditions of Employment:** Working Conditions for individual positions in this classification will vary based on each *agency's utilization, essential functions, and the recruitment needs* at the time a vacancy is posted. All requirements are subject to possible modification to reasonably accommodate individuals with disabilities.

**Default FLSA Status:** Exempt. FLSA status may be determined to be different at the agency level based on the agency's utilization of the position.

**Bargaining Unit:** This position may be covered by a collective bargaining agreement and all terms/conditions of that agreement apply and must be adhered to.

**Established:** 4/27/2012                      **Revised:** 1/21/2014

*\*Adapted from the United States Bureau of Labor Statistics and are intended to illustrate the typical education and experience required for this occupation.*

*Note: Classification description subject to change. Please refer to the SPO website [www.spo.state.nm.us](http://www.spo.state.nm.us) to ensure this represents the most current copy of the description.*