ECONOMIC DEVELOPMENT

Broad Occupational Category - 49

DUTIES AND RESPONSIBILITIES

- *Develop marketing and promotional strategies to attract businesses and investment.*
- *Provide technical assistance on economic development programs to communities and businesses.*
- *Maintain relationships with business executives, chambers of commerce, and trade associations.*
- *Coordinate programs with local, state, and federal partners.*
- *Conduct business prospecting and outreach to domestic and international companies.*
- *Develop, implement, and monitor economic development programs.*
- *Develop and manage program budgets; approve expenditures; allocate resources effectively to meet program goals.*
- *Promote economic development initiatives through presentations, events, and trade shows.*
- *Serve as agency liaison with elected officials, industry leaders, and community representatives. (58.33%)*
- *Conduct industry and market analysis to identify target opportunities.*
- *Oversee compliance with federal, state, and agency regulations.*
- *Build and maintain strategic alliances with external stakeholders.*
- *Assist businesses with expansion, export, or market entry strategies.*
- *Draft, review, and administer contracts, grants, and funding programs.*
- *Maintain and update policies, procedures, and internal controls.*

COMPETENCIES

- **Organizing:** Can marshal resources (people, funding, material, support) to get things done; can orchestrate multiple activities at once to accomplish a goal; uses resources effectively and efficiently arranges information and files in a useful manner.
- **Customer Focus:** Is dedicated to meeting the expectations and requirements of internal and external customers; gets first-hand customer information and uses it for improvements in products and services; acts with customers in mind; establishes and maintains effective relationships with customers and gains their trust and respect.
- **Composure:** Is cool under pressure; does not become defensive or irritated when times are tough; is considered mature; can be counted on to hold things together during tough times; can handle stress; is not knocked off balance by the unexpected; doesn't show frustration when resisted or blocked; is a settling influence in a crisis.
- **Integrity and Trust:** Is widely trusted; is seen as a direct, truthful individual; can present the unvarnished truth in an appropriate and helpful manner; keeps confidences; admits mistakes; doesn't misrepresent him/herself for personal gain.
- **Peer Relationships:** Can quickly find common ground and solve problems for the good of all; can represent his/her own interests and yet be fair to other groups; can solve problems with peers with a minimum of noise; is seen as a team player and is cooperative; easily gains trust and support of peers; encourages collaboration; can be candid with peers.
- **Problem Solving:** Uses rigorous logic and methods to solve difficult problems with effective solutions; probes all fruitful sources for answers; can see hidden problems; is excellent at honest analysis; looks beyond the obvious and doesn't stop at the first answers.
- **Process Management:** Good at figuring out the processes necessary to get things done; knows how to organize people and activities; understands how to separate and combine tasks into efficient work flow; knows what to measure and how to measure it; can see opportunities for synergy and integration where others can't; can simplify complex processes; gets more out of fewer resources.

- **Action Oriented:** Enjoys working hard; is action oriented and full of energy for the things he/she sees as challenging; not fearful of acting with a minimum of planning; seizes more opportunities than others.
- **Business Acumen:** Knows how businesses work; knowledgeable in current and possible future policies, practices, trends, and information affecting his/her business and organization; knows the competition; is aware of how strategies and tactics work in the marketplace
- **Negotiating:** Can negotiate skillfully in tough situations with both internal and external groups; can settle differences with minimum noise; can win concessions without damaging relationships; can be both direct and forceful as well as diplomatic; gains trust quickly of other parties to the negotiations; has a good sense of timing.
- **Organizational Agility:** Knowledgeable about how organizations work; knows how to get things done both through formal channels and the informal network; understands the origin and reasoning behind key policies, practices, and procedures; understands the cultures of organizations.
- **Planning:** Accurately scopes out length and difficulty of tasks and projects; sets objectives and goals; breaks down work into the process steps; develops schedules and task/people assignments; anticipates and adjusts for problems and roadblocks; measures performance against goals; evaluates results.
- **Political Savvy:** Can maneuver through complex political situations effectively and quietly; is sensitive to how people and organizations function; anticipates where the land mines are and plans his/her approach accordingly; views corporate politics as a necessary part of organizational life and works to adjust to that reality; is a maze-bright person.
- **Strategic Agility:** Sees ahead clearly; can anticipate future consequences and trends accurately; has broad knowledge and perspective; is future oriented; can articulately paint credible pictures and visions of possibilities and likelihoods; can create competitive and breakthrough strategies and plans.
- **Written Communications:** Is able to write clearly and succinctly in a variety of communication settings and styles; can get messages across that have the desired effect.

SMART Goal Prompting Questions

Develop marketing and promotional strategies to attract businesses and investment

- What actions could you take to improve the effectiveness, reach, or targeting of marketing strategies designed to attract businesses and investment?
- How will you measure success, such as increased qualified leads, business inquiries, investment commitments, site visits, or businesses attracted to Nebraska?
- What market research, promotional channels, partnerships, or data could strengthen your marketing strategy?
- How does effective business attraction support economic growth, job creation, and investment in Nebraska communities?
- By what date or marketing cycle will you aim to develop, implement, or improve a specific promotional strategy?

Provide technical assistance on economic development programs to communities and businesses

- What strategies could you use to improve the quality, accessibility, and timeliness of technical assistance provided to businesses and communities?
- How will you measure success, such as increased successful program participation, faster issue resolution, improved customer feedback, or successful funding applications?
- What guidance materials, workshops, resource libraries, or consultation processes could strengthen technical assistance?
- How does effective technical assistance help communities and businesses make better use of economic development resources?
- By what date or program cycle will you aim to improve a specific technical assistance practice?

Maintain relationships with business executives, chambers of commerce, and trade associations

- What actions could you take to strengthen relationships and increase meaningful engagement with business and industry partners?
- How will you measure success, such as increased stakeholder engagement, new business leads, more referrals, or stronger participation in economic development initiatives?
- What outreach schedules, relationship-management tools, events, or feedback methods could strengthen these partnerships?

- How do strong business relationships support economic intelligence, business attraction, and economic development opportunities?
- By what date or engagement cycle will you aim to strengthen a defined group of business relationships?

Coordinate programs with local, state, and federal partners

- What steps could you take to improve coordination and communication among local, state, and federal partners?
- How will you measure success, such as fewer coordination issues, faster project completion, increased joint initiatives, or improved partner satisfaction?
- What shared planning tools, communication protocols, partnership meetings, or project tracking methods could strengthen coordination?
- How does effective intergovernmental coordination improve economic development outcomes and use of public resources?
- By what date or program milestone will you aim to improve coordination for a specific initiative?

Conduct business prospecting and outreach to domestic and international companies

- What strategies could you use to identify, prioritize, and engage businesses that may be interested in locating or expanding in Nebraska?
- How will you measure success, such as qualified leads generated, companies contacted, site visits arranged, expansion opportunities identified, or investment commitments secured?
- What prospecting databases, industry research, trade missions, networking opportunities, or outreach strategies could strengthen business recruitment?
- How does targeted prospecting contribute to business growth, investment, and job creation?
- By what date or prospecting cycle will you aim to increase or improve business outreach activities?

Develop, implement, and monitor economic development programs

- What actions could you take to improve the design, implementation, or ongoing performance of an economic development program?
- How will you measure success, such as increased participation, achievement of program outcomes, improved customer satisfaction, or more efficient use of resources?
- What performance measures, project-management tools, stakeholder feedback, or program evaluation methods could strengthen program administration?

- How does effective program management contribute to achieving economic development objectives?
- By what date or program cycle will you aim to implement or improve a specific program component?

Develop and manage program budgets; approve expenditures; allocate resources effectively to meet program goals

- What strategies could you use to improve budget planning, expenditure management, and allocation of resources to program priorities?
- How will you measure success, such as improved budget accuracy, reduced unspent funds, timely expenditures, or stronger alignment between spending and program outcomes?
- What forecasting tools, expenditure tracking systems, performance data, or budget review processes could strengthen resource management?
- How does effective budget management support responsible stewardship of public funds and achievement of economic development goals?
- By what date or budget cycle will you aim to improve a specific aspect of financial management?

Promote economic development initiatives through presentations, events, and trade shows

- What actions could you take to improve the effectiveness and reach of presentations, events, trade shows, or other promotional activities?
- How will you measure success, such as increased attendance, qualified leads, stakeholder engagement, follow-up meetings, or new business opportunities?
- What presentation techniques, promotional materials, event strategies, or audience research could strengthen outreach?
- How does effective promotion increase awareness of economic development opportunities and strengthen business recruitment efforts?
- By what date or event cycle will you aim to improve participation or results from a specific promotional activity?

Serve as agency liaison with elected officials, industry leaders, and community representatives

- What strategies could you use to improve communication, responsiveness, and relationship management with elected officials and community and industry leaders?
- How will you measure success, such as timely responses, increased engagement, successful briefings, improved stakeholder understanding, or advancement of shared initiatives?

- What briefing materials, communication protocols, stakeholder maps, or engagement strategies could strengthen liaison responsibilities?
- How does effective liaison work support collaboration, informed decision-making, and confidence in agency programs?
  By what date or engagement cycle will you aim to strengthen liaison practices with a defined stakeholder group?

Conduct industry and market analysis to identify target opportunities

- What actions could you take to improve the quality and usefulness of industry and market analysis used to identify economic development opportunities?
- How will you measure success, such as identifying new target industries, improving forecasts, generating qualified prospects, or supporting successful investment decisions?
- What economic data, industry reports, analytical tools, or research methods could strengthen market analysis?
- How does accurate market intelligence support strategic business recruitment and economic development planning?
- By what date or research cycle will you complete an analysis of a specific industry, market, or opportunity?

Oversee compliance with federal, state, and agency regulations

- What strategies could you use to strengthen compliance with requirements governing economic development programs, funding, and activities?
- How will you measure success, such as successful audits, fewer compliance findings, timely reporting, or improved documentation?
- What compliance checklists, monitoring procedures, training, or regulatory tracking tools could strengthen oversight?
- How does effective compliance management protect public resources and support the integrity of economic development programs?
- By what date or compliance cycle will you aim to improve compliance oversight?

Build and maintain strategic alliances with external stakeholders

- What actions could you take to develop strategic partnerships that create new opportunities for businesses, communities, and economic development programs?
- How will you measure success, such as new partnerships established, joint initiatives launched, referrals generated, or measurable program outcomes achieved?
- What stakeholder-mapping, networking, partnership-development, or collaborative planning strategies could strengthen alliances?

- How do strategic alliances expand the agency's ability to achieve economic development goals?
- By what date or partnership cycle will you establish or strengthen a specific strategic alliance?

Assist businesses with expansion, export, or market entry strategies

- What steps could you take to improve the guidance and resources provided to businesses pursuing expansion, exporting, or entry into new markets?
- How will you measure success, such as businesses assisted, expansion projects completed, new markets entered, export opportunities developed, or jobs created?
- What market research, referral networks, trade resources, technical assistance, or business-development tools could strengthen support?
- How does effective assistance help businesses grow and contribute to Nebraska's economic competitiveness?
- By what date or assistance cycle will you aim to improve support for a specific business or group of businesses?

Draft, review, and administer contracts, grants, and funding programs

- What actions could you take to improve the accuracy, efficiency, transparency, and timeliness of administering contracts, grants, and funding programs?
- How will you measure success, such as reducing processing times, minimizing errors, improving compliance, or increasing successful completion of funded projects?
- What templates, tracking systems, review procedures, or grant-management tools could strengthen administration?
- How does effective grant and contract administration support accountability and achievement of economic development outcomes?
- By what date or funding cycle will you aim to improve a specific contract, grant, or funding process?

Maintain and update policies, procedures, and internal controls

- What strategies could you use to ensure policies, procedures, and internal controls remain current, effective, and aligned with program requirements?
- How will you measure success, such as completing scheduled reviews, reducing procedural errors, improving compliance, or strengthening internal control effectiveness?
- What review schedules, process documentation, risk assessments, or feedback mechanisms could strengthen internal controls?
- How do current policies and effective internal controls support consistent operations, accountability, and responsible stewardship of public resources?

- By what date or policy review cycle will you aim to update or strengthen a specific policy, procedure, or internal control?