

ECONOMIC DEVELOPMENT CORPORATION OF SARASOTA COUNTY
JOB DESCRIPTION

MARKET RESEARCH MANAGER

I. Nature and Extent of Position

- A. Basic Function: Provide research, collect and analyze data, and present findings to support the mission of the Economic Development Corporation of Sarasota County
- B. Responsibilities:
- ◆ Develop custom, high quality proposals and presentations for economic development projects. Proposals may include custom research; data gathering; message creation; copywriting; creation of charts, graphs, maps and other graphics; and, proposal lay-out and design. Coordinate with business development team on data and design needed for proposal
 - ◆ Support economic development strategic plan market platforms as follows:
 - Produce studies, position papers and white papers based on secondary data as needed to support the market platforms
 - Assist market platform teams with identification and analysis of supply chains within appropriate industries
 - Produce and track key metrics for each market platform
 - ◆ Maintain (collect, compile, update, etc.) community data on the EDC website and for use by the business development team
 - ◆ Research and develop GIS map capabilities for use by the EDC and implement, as appropriate
 - ◆ Produce and track annual measurable long term goals as shown on Strategic Matrix
 - ◆ Provide analysis and reports from the data entered into the Synchronist database.
 - ◆ Annually produce and maintain the Top Employer list for Sarasota County
 - ◆ Coordinate with contracted agent to report Sarasota County costs for the quarterly ACCRA survey. Monitor report for accuracy
 - ◆ Conduct biennial Business Climate survey. Compile and analyze data and prepare presentation for delivery to a variety of community groups
 - ◆ Conduct annual investor survey. Compile and analyze data and prepare presentation for delivery to internal EDC audience
 - ◆ Conduct best practices research in a variety of areas, as requested, and benchmark Sarasota County against comparable communities and the EDC against comparable organizations.
 - ◆ Provide data for the production of the EDC Fast Facts and Community Profile
 - ◆ Stay abreast of socioeconomic changes locally and nationally; report to EDC leadership on the impact those trends have on economic development strategies.
 - ◆ Respond to local and national media requests for interviews & data regarding economic trends.
 - ◆ Other duties as assigned

II. Position Requirements

General:

The position demands an individual who is highly analytical, resourceful, self confident, self-starter and a high achiever. Decision-making skills and decisive actions are essential. Position also requires a flexible, diplomatic person who possesses excellent communication skills, poise, and a pleasant and professional nature. Must have the ability to handle crisis situations and manage multiple tasks and accomplish diverse non-related tasks in a timely manner, giving the appropriate level of priority to each. They must be a responsible person who has strong organizational skills and the ability to work well with staff, volunteers and members of the community. Job requires some occasional evening, weekend, and early morning activities. Neatness, accuracy, promptness, and thoroughness are necessary.

Skills Required:

- ◆ Advanced knowledge of statistics and data analysis methods
- ◆ Advanced knowledge of internet research
- ◆ Advanced knowledge of sources for demographics, economic indicators, business trends and industry analysis
- ◆ Advanced knowledge of website content management
- ◆ Ability to organize and analyze data
- ◆ Developing and evaluating reports, forms and data.
- ◆ Communicating effectively verbally and in writing
- ◆ Advanced computer skills with emphasis on database software, presentation software & spreadsheet programs
- ◆ Ability to interpret government regulations and other complex written documents.
- ◆ Conduct effective meetings and maintain order in an environment of changing priorities.
- ◆ Ability to take initiative, work independently, and make responsible decisions.
- ◆ Extremely strong attention to detail and organizational skills.

A. Education: Any combination of education and experience providing the required skill and knowledge for successful performance would be qualifying. Typical qualifications would be equivalent to:

- ◆ Minimum Bachelor's Degree in Economics, Business, Statistics, Marketing, Geography or related field. Minimum five years experience working in a related environment
- ◆ Past experience with economic development organizations, local or state governments or Chambers of Commerce

III. Organizational Structure

Position reports to: Community Relations Director
 Reporting to the position: No one

IV. Apply

Apply by December 4, 2009 to:

Emily Sperling, Community Relations Director
 Economic Development Corporation of Sarasota County
 2601 Cattlemen Road Ste. 102
 Sarasota, FL 34232

Or via email: esperling@edcsarasotacounty.com.