DEPARTMENT: Administration

BY: Rich Inman, CAO
PHONE: 966-3222

RECOMMENDED ACTION AND JUSTIFICATION:

Adopt job descriptions for Tourism Coordinator and Administrative Analyst-Business Development Coordinator, set salary at Range 247 and approve budget for Business Development Program as presented in Exhibit “A”

BACKGROUND AND HISTORY OF BOARD ACTIONS:

On September 16, 2003 the Board of Supervisors approved the creation of a Business Development Program and split the job of Director of Tourism and Economic Development into two positions of Tourism Coordinator and Economic Development Coordinator. Direction was given to return to the Board of Supervisors with appropriate job descriptions, proposed salary range(s) and a budget for Business Development. $50,000 has already been budgeted for this program but line items need to be established. For the remainder of FY 03-04 only $28,595 is needed. The recommendation has changed the title of Economic Development Coordinator to Administrative Analyst-Business Development Coordinator. The salaries are consistent with the existing Administrative Analyst classifications If approved both these positions will be openly recruited.

ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

<table>
<thead>
<tr>
<th>Financial Impact? ( ) Yes (X) No</th>
<th>Current FY Cost: $28,595</th>
<th>Annual Recurring Cost: $50,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Budgeted In Current FY? (X) Yes ( ) No ( ) Partially Funded</td>
<td></td>
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<tr>
<td>Amount in Budget: $</td>
<td></td>
<td></td>
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<tr>
<td>Additional Funding Needed: $</td>
<td></td>
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<tr>
<td>Source:</td>
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<tr>
<td>Internal Transfer</td>
<td></td>
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<tr>
<td>Unanticipated Revenue: 4/5’s vote</td>
<td></td>
<td></td>
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<tr>
<td>Transfer Between Funds: 4/5’s vote</td>
<td></td>
<td></td>
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<tr>
<td>Contingency: 4/5’s vote</td>
<td></td>
<td></td>
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<tr>
<td>( ) General ( ) Other</td>
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</table>

List Attachments, number pages consecutively

Job descriptions for Tourism Coordinator and Administrative Analyst-Business Development Coordinator

Proposed Business Development Program budget

( ) Requested Action Recommended
( ) No Opinion
Comments:

The foregoing instrument is a correct copy of the original on file in this office.

Date:

Attest: MARGIE WILLIAMS, Clerk of the Board
County of Mariposa, State of California

By: Deputy

County Administrative Officer: ____________________________

CAO: ____________________________

Revised Dec. 2002
TOURISM COORDINATOR

DEFINITION
Under direction, researches, designs, implements and evaluates programs to attract visitors to Mariposa County; develops marketing and promotional materials and works with local businesses to coordinate marketing strategies; coordinates multiple tasks and interacts with various public and private groups and consultants in developing effective marketing strategies for the County.

SUPERVISION RECEIVED AND EXERCISED
This single position classification works directly under the supervision of the County Administrative Officer.

Exercises direction over clerical staff.

EXAMPLES OF ESSENTIAL DUTIES
Assesses the marketing needs of the County and develops programs for implementation; recommends and implements policies and procedures relating to marketing and promotion of County resources.

Evaluates and inventories the County’s resources and promotional potential.

Interacts with local, regional, state and federal agencies and works with local community organizations to enhance the marketing activities of the County.

Oversees and coordinates all activities relating to the Visitors’ Bureau website and ensures databases and promotional materials are current, accurate and effective.

Interacts with the County’s economic development activities.

Researches and prepares technical and administrative written reports and studies; prepares written correspondence as necessary.

Coordinates with other public and private agencies to create a synergistic marketing program.

Assists in the design and development of the County’s marketing and promotional programs.

Plans, organizes and implements community planning strategies to build networks and alliances.

EMPLOYMENT STANDARDS
Knowledge of:
Principles, practices and methods related to marketing, public relations and promotions and related programs
Programs and methods for improving the marketing efforts within the County.

Marketing strategies and target market development.

Budget development, analysis and monitoring to ensure effective use of County’s promotional resources.

Principles and practices of demographic research and analysis.

Principles and techniques of report writing.

Techniques employed in public presentations and group dynamics.

Principles and methods of County government administration.

**Ability to:**
Develop, implement and evaluate marketing and promotional programs.

Work effectively with business leaders, financial institutions, citizen groups and department managers.

Interpret and apply complex rules and regulations.

Work effectively with varied groups and agencies.

Effectively communicate both orally and in writing.

Develop and conduct public presentations.

Establish and maintain a positive customer service attitude and effective working relationships with public and private customers during the course of work.

Effectively utilize information technology and programming such as Word, Excel, Power Point, etc.

Manage a variety of tasks and assignments simultaneously.

**TYPICAL WORKING CONDITIONS**
Work is conducted in normal office environment with frequent meetings both in and out of the County.

**TYPICAL PHYSICAL REQUIREMENTS**
Requires the mobility to work in an office environment. Requires the ability to sit at a desk for long periods of time and intermittently walk, stand, kneel, crouch and reach while performing
office duties; use hands to finger, handle or feel objects, tools and controls; lift and/or move objects and materials of up to 25 pounds in weight. Must be able to maintain effective audio-visual discrimination and perception needed for making observations, communicating with others, reading and writing and operating office equipment. Must be able to use a telephone to communicate verbally and a keyboard to communicate through written means, to review information and enter/retrieve data, to see and read characteristics on a computer screen.

**MINIMUM QUALIFICATIONS:**

**Experience:**
Three years of progressively responsible full-time professional level experience in economic development, community development public relations, marketing and promotions or closely related field.

**Education:**
Possession of a bachelor’s degree from an accredited college or university in public administration, business administration, communications, public relations or closely related field.

Additional qualifying work experience may be substituted for the bachelor’s degree on a year to year basis.

This class specification lists the major duties and requirements of the job and is not all-inclusive. Incumbents may be expected to perform job-related duties other than those contained in this document.

Creation date: 2/04 (B/S Res. 04-33)
ADMINISTRATIVE ANALYST - BUSINESS DEVELOPMENT COORDINATOR

The Administrative Analyst series is designed to perform a full range and a wide variety of administrative support service duties in a staff capacity in the assigned department. Specific duties of individual positions vary considerably, and analytical, budgetary, and fiscal duties may be a major or minor part of individual jobs depending on location and assignment. Incumbents will be required to become knowledgeable in the area assigned in order to provide administrative support.

DEFINITION
Under direction, researches, designs, implements and evaluates programs to encourage economic development in the County; develops and implements policies aimed at business retention, expansion and recruitment programs; markets, promotes and facilitates County business attraction and retention efforts; seeks and applies for grants to enhance and promote and support the economic development program of the County; and assists in the development, implementation and maintenance of the County's Economic Development Strategic Plan.

SUPERVISION RECEIVED AND EXERCISED
Receives direction from the County Administrative Officer.

May exercise supervision over clerical staff.

EXAMPLES OF ESSENTIAL DUTIES
Assesses the economic development needs of the County and develops programs for implementation; recommends and implements policies and procedures relating to economic development.

Plans, coordinates and participates in economic development activities including but not limited to outreach, referrals, marketing and focusing business attention to areas of economic development and capital improvement; performs tracking and reporting of economic development activities.

Interacts with local, regional, state and federal agencies and works with local community organizations to enhance economic development activities in the County.

Coordinates grant securing efforts with other County department and other agencies and organizations.

Researches and prepares technical and administrative written reports and studies; prepares written correspondence as necessary.

Coordinates activities with County’s permitting agencies to facilitate and enhance the streamlining of permit and environmental approvals.

Assists in the design and development of the County’s marketing and promotional programs.
Plans, organizes and implements community planning strategies to build networks and alliances.

EMPLOYMENT STANDARDS

Knowledge of:

- Principles, practices, and methods related to economic development and related programs.
- Programs and methods for improving the economic development climate within the County.
- Federal, State and local policies and procedures related to economic development.
- Methods and techniques involved in conducting analysis and interpretation of federal, state and local laws, statutes, rules, regulations, policies and procedures.
- Principles and practices of budget preparation and administration.
- Principles and methods of County government administration.

Ability to:
- Develop, implement and evaluate economic development programs related to business development.
- Interpret and apply complex rules and regulations.
- Coordinate and implement economic development programs to retain, expand and attract business to the County.
- Work effectively with varied groups and agencies.
- Effectively communicate both orally and in writing.
- Develop and conduct public presentations.
- Establish and maintain a positive customer service attitude and effective working relationships with public and private customers during the course of work.
- Effectively utilize information technology and programming such as Word, Excel, Power Point, etc.
- Manage a variety of tasks and assignments simultaneously.

TYPICAL WORKING CONDITIONS

Work is conducted in normal office environment with frequent meetings both in and out of the County.
TYPICAL PHYSICAL REQUIREMENTS
Requires the mobility to work in an office environment. Requires the ability to sit at a desk for long periods of time and intermittently walk, stand, kneel, crouch and reach while performing office duties; use hands to finger, handle or feel objects, tools and controls; lift and/or move objects and materials of up to 25 pounds in weight. Must be able to maintain effective audio-visual discrimination and perception needed for making observations, communicating with others, reading and writing and operating office equipment. Must be able to use telephone to communicate verbally and a keyboard to communicate through written means, to review information and enter/retrieve data, to see and read characteristics on a computer screen.

MINIMUM QUALIFICATIONS:
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Three years of progressively responsible full-time professional level experience in economic development, community development, or closely related field.

Education:
Possession of a bachelor’s degree from an accredited college or university in public administration, business administration or a related field.

Substitution:
Additional qualifying work experience may be substituted for the bachelor’s degree on a year to year basis.

This class specification lists the major duties and requirements of the job and is not all-inclusive. Incumbents may be expected to perform job-related duties other than those contained in this document.
### BUSINESS DEVELOPMENT PROGRAM

#### PROPOSED BUDGET

<table>
<thead>
<tr>
<th>LINE-ITEM</th>
<th>FY 03-04 COST</th>
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<tbody>
<tr>
<td>Business Development Coordinator</td>
<td>$ 16,000</td>
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<tr>
<td>Benefits @ 47%</td>
<td>$ 7,520</td>
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<tr>
<td><strong>Subtotal Salaries &amp; Benefits:</strong></td>
<td><strong>$ 23,520</strong></td>
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<tr>
<td>Office expense</td>
<td>$ 700</td>
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<tr>
<td>Communications</td>
<td>$ 400</td>
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<tr>
<td>Insurance</td>
<td>$ 375</td>
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<td>Memberships (Caled)</td>
<td>$ 250</td>
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<td>Office expense</td>
<td>$ 250</td>
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<td>Training and seminars</td>
<td>$ 1,000</td>
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<tr>
<td>Private vehicle usage</td>
<td>$ 250</td>
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<tr>
<td>Fixed Assets (computer)</td>
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<tr>
<td><strong>Subtotal Services &amp; Supplies:</strong></td>
<td><strong>$ 5,075</strong></td>
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<tr>
<td><strong>Totals:</strong></td>
<td><strong>$ 28,595</strong></td>
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