



TOWN OF CLARKSVILLE

"Virginia's Only Lakeside Town"

Job Description: Economic Development & Tourism Coordinator

General Description of Work: Provides a variety of administrative, advisory, planning, and expertise in helping to update, develop, and implement an economic development and tourism strategy for the Town of Clarksville.

This is a contract position that is estimated to work for 35 to 40 hours a week. This individual will be responsible for working closely with town staff, Lake Country Chamber of Commerce, Economic Development Authority of Clarksville, businesses, and non-profits in building a unified approach to promoting the growth of the existing and future economic development in the Town of Clarksville and the surrounding community.

This position will include working with all noted departments in providing guidance to individuals and companies to establish, relocate, or expand their businesses within the community. The position will include assistance in the planning and coordination of community development projects, assisting business and residential applicants with the local, County, and State permitting processes, and providing research for Town sponsored projects. This position will report directly to the Town Manager.

Essential Duties and Responsibilities: Directs economic development and tourism initiatives to achieve the goals and objectives outlined.

- Provides assistance in the development of short- and long-term economic development plans, tourism strategic plans, and community development plans, as well as the gathering of information and preparation of studies, reports, and recommendations to achieve such goals. This will involve the preparation and maintenance of information on utilities, taxes, zoning, transportation, community services, financing tools, and incentives, in order to respond to requests for information for economic development purposes, and the coordination with other departments and agencies as needed.
- Provides professional economic and tourism development advice, assist in the application and permitting process, and serve as an advocate for economic development in line with the Comprehensive Plan, zoning ordinances, and goals as established by the Town.
- Promotes the Industrial Park, promoting the sale of lots, and the orderly development of projects within the park.
- Works closely with the Chamber of Commerce to identify areas of concern in the promotion of business location and expansion within the Town.

Post Box 1147 · 321 Virginia Avenue · Clarksville, VA 23927

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- Maintains a liaison with various local, State, and Federal agencies, coordinating projects with agencies as deemed necessary and appropriate, i.e., Department of Housing and Community Development, Virginia Economic Development Partnership, Virginia Tourism Corporation and any other departments that would directly affect economic development and tourism.
- Provides information and/or make presentations to Town Council, civic groups, businesses, individuals, and the general public on economic development and tourism development, programs, services, and plans.
- Becomes familiar with the existing inventory of available buildings and business and residential development sites within the community. This will include both public and private buildings and land areas.
- Prepares grant proposals, applications, contracts, and other necessary documents as may be required for necessary community services.
- Assists with negotiation and the management of professional service contracts, property sales or acquisition, and economic development-oriented negotiations, as assigned.
- Works with the Town Manager or Council to formulate and implement marketing and business attraction strategies, including familiarity with the goals and objectives of the community.
- Monitors legislation and regulations relating to economic development, and report findings to the appropriate impacted parties, i.e. the Town Manager, the Town Council, etc.
- Maintains strong working relationships with the general public, area businesses, clients, the media, and others.
- Serves as a member of various staff committees, as assigned.
- Attends professional development workshops and conferences to keep abreast of trends and developments in the field of economic development /tourism, and to represent the interest of the Town on matters related to economic development/tourism.
- Ability to be a team player with other Town staff.
- Conduct other related work as assigned.

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Training and Experience Required: Considerable experience in tourism, economic, community development, and marketing including administrative responsibility; graduation from a two-year college or university, preferably with specialization in economic development, community development, marketing or a related field; or any equivalent combination of experience and training.

- Considerable knowledge of business development, community, and economic development.
- Working knowledge of municipal zoning and infrastructure, and planning programs and processes.
- Ability to communicate effectively to groups and individuals, engineers, architects, contractors, developers, businesses, supervisors, employees, and the general public.
- Ability to establish working relationships with other organizations and economic development and tourism practitioners.
- Ability to prepare and analyze reports and data, and have skill in the operation of necessary tools and equipment, i.e. computer, word processing, spreadsheet software, and general office equipment (telephone, fax, copier, calculator, etc).

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