



# *Grand County*

## **Job Description**

<b>Title:</b> Economic Development and Public Relations Coordinator	<b>Job Code:</b> 1016
<b>Division:</b> Administration	<b>Effective Date:</b> 05/20/2025
<b>Department:</b> Commission Administration	<b>Last Revised:</b> 05/22/2025

### **GENERAL PURPOSE**

Performs a wide variety of complex, technical, and creative duties related to economic development, community outreach, and public relations. Effectively implements community development and communications strategies to support Grand County's local businesses, advertising and marketing, and public relations initiatives.

### **SUPERVISION RECEIVED**

Supervised by the Commission Administration office.

### **SUPERVISION EXERCISED**

None.

### **ESSENTIAL FUNCTIONS**

#### Economic Development:

- Participates in the design and implementation of Grand County economic development goals, objectives, and priorities; recommends and administers relevant policies and procedures. Tracks progress of economic development goals, projects, contracts and grants.
- Responsible for engaging with local businesses, the Economic Opportunity Advisory Board, Moab Area Chamber of Commerce, Moab City, Utah State University, and other community organizations to collaborate on economic development strategies.
- Develops and maintains long-term relationships with local businesses. Maintains updated contact information, business history, current business outlooks, and interest in business expansion. Assists with general business development support and marketing solutions.
- Manages databases containing economic development information and resources, including but not limited to local properties suitable for businesses, workforce statistics, and other relevant data.
- Produces and distributes written, graphic, and digital media materials related to relevant public policies, workshops, informational events, business economic reports, and other information relevant to economic development. Assists with the creation and execution of economic development marketing campaigns.
- Receives and responds to inquiries regarding Grand County economic development within one business day.

#### Community Outreach:

- Cultivates strong relationships with media contacts, a wide range of civic and community organizations, and other stakeholders to promote positive public relationships and image.
- Organizes, coordinates, and manages events and community outreach activities.
- Proactively addresses community-related questions, concerns, issues and misinformation through official communication.
- Uses digital media, traditional media, social media and website platforms as the County's primary content creator and media manager. Designs and maintains web content; creates and distributes public information materials.

### Public Relations:

- Supports Grand County departments and staff in the development of publications, promotional materials, and public relations as assigned. Responds to requests for information from the media and/or designates an appropriate spokesperson or information source.
- Plans and assists in executing public relations events, such as press conferences, media briefs, and promotional gatherings. Writes press releases and other media communications.
- Participates in crisis management strategic planning. Assists with the development and implementation of the County's crisis communication plan.
- Serves as a liaison with County departments and offices, community groups, and other organizations. Responds to and helps resolve public inquiries and complaints.
- In conjunction with Commission Administration, effectively disseminates time-sensitive information internally and externally to County employees, the public, news media outlets, and stakeholders.

### Grantsmanship:

- Prepares economic development grant applications by determining concept, gathering and formatting information, writing drafts and obtaining approvals. Develops proposal concepts by identifying and clarifying opportunities and needs, studying requests for proposal (RFPs) and attending strategy meetings.
- Develops, implements, and manages economic development grant programs targeting local businesses that provide advertising and business development support. Ensures grant recipients comply with reporting requirements. Compiles grant program data and prepares reports for the general public as well as any external managing entities. Works with the Grand County Clerk/Auditor's office to enter and monitor grant tracking data.

This position performs other duties as assigned.

### **MINIMUM QUALIFICATIONS**

1. Education and Experience:

- A. Graduation from college with bachelor's degree in public administration, business management, marketing, public relations, or a closely related field;
- AND
- B. Four (4) years of relevant experience performing above or related duties;
- OR
- C. An equivalent combination of education and experience.

2. Knowledge, Skills, and Abilities:

**Thorough knowledge of** community and business development principles and strategies, including public engagement; economic development best practices; business development retention and recruitment; market analytics and other community and economic research tasks; business writing report and presentation writing; interpersonal communication skills, telephone and email etiquette; crisis communications strategies; marketing and advertising; community engagement; grant writing and reporting.

**Advanced knowledge of** personal computers and applicable software applications including spreadsheets and database programs; digital and social media platforms and programs; designing and distributing outreach and education materials.

**Some knowledge of** fund accounting.

**Considerable skill in** dispute resolution, diplomacy and cooperative problem solving; leadership and organizational behavior; establishing and maintaining effective working relationships with stakeholders, government officials, community partners and the public; and public speaking.

**Skill in** research, report writing, and designing and distributing informational materials; operation of PC Computer, including Microsoft Word, Excel, PowerPoint, and Outlook, Adobe Creative Suite, and other common programs.

**Ability to** understand and interpret rules, regulations, policies, and guidelines; work independently in crisis situations; plan, organize, and direct economic development programming; coordinate effective interdepartmental cooperation among elected offices and departments; develop crisis communications policies and procedures; analyzing and resolving problems arising regarding County and/or community-related topics; remain neutral in political matters; establish and maintain effective working relationships with employees, other agencies and the public; communicate effectively, verbally and in writing; implement cooperative problem-solving processes; operate personal computer and various software applications for word processing and spread sheet information.

3. Special Qualifications:

Available to assist with communications during unforeseen Grand County office and/or community incidents.

Must pass pre-employment drug screening and criminal history background check.

Must complete a 12-month orientation/introductory period.

Must possess a valid Driver's License.

May be occasionally required to attend evening and/or weekend meetings and events.

4. Work Environment:

Incumbent of the position performs in a typical office setting with appropriate climate controls. Tasks require variety of physical activities, not generally involving muscular strain, such as walking, standing, stooping, sitting and reaching. Occasional minor lifting generally not to exceed 25 lbs. Continuous talking, hearing and seeing required in the normal course of performing the job. Common eye, hand, finger dexterity required to perform essential functions. Mental application utilizes memory for details, verbal instructions, emotional stability, discriminating thinking and creative problem solving. Periodic daytime and overnight travel required in normal course of job performance.

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**Disclaimer:** The above statements describe the general nature, level, and type of work performed by the incumbent(s) assigned to this classification. They are not intended to be an exhaustive list of all responsibilities, demands, and skills required of personnel so classified. Job descriptions are not intended to and do not imply or create any employment, compensation, or contract rights to any person or persons. Management reserves the right to add, delete, or modify any and/or all provisions of this description at any time as needed without notice. This job description supersedes earlier versions.

I \_\_\_\_\_ have reviewed the above job description. Date \_\_\_\_\_  
(Employee)