

## **MAIN STREET MARKETER**

**DISTINGUISHING FEATURES OF THE CLASS:** This position involves responsibility for the performance of professional and technical duties in support of the *Main Street Redevelopment Center* function of the Division of Planning and Environmental Management. Duties will include assisting in the development of a comprehensive marketing and planning program to implement long range solutions to problems associated with business retention and business attraction to fill vacant main street storefronts in the County. Work is performed under general administrative supervision of the Commissioner of Planning and Environmental Management with leeway for performing duties of the position, as directed by the Commissioner.

### **TYPICAL WORK ACTIVITIES:**

Carries out long range and comprehensive main street redevelopment marketing strategies and planning programs including the performance of research and analysis;

Fosters the creation of main street organizations and works with such groups to devise marketing strategies to promote the County's main streets,

Develops inventories of available floor space on the County's Main Streets and markets such space to prospective entrepreneurs and businesses,

Conducts surveys, land use studies, and other research activities to provide assistance in the development of planning policy for the County's main streets;

Works with local main street groups to identify planning and zoning issues that may be inhibiting economic revitalization on main streets;

Assist the Commissioner of Planning and Environmental Management with zoning text amendments;

Contributes to the development of a comprehensive master plan for the development of the county, with a specific focus on the County's main streets;

Provides technical assistance to business, industrial agencies, and local government units;

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Performs drafting and cartography activities and prepares graphic presentations or illustrations;

Identifies and prepares state and federal grants applications for financial assistance to fund main street planning activities;

Performs related duties as assigned.

### FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES, AND PERSONAL

CHARACTERISTICS: Through knowledge of the sociological, economic, marketing, design, and environmental factors involved in performing activities related to planning and main street development; through knowledge of community and regional physical planning, including zoning and subdivision regulations; through knowledge of the principles and techniques used in developing a marketing plan for main street redevelopment efforts; demonstrated skills in graphic presentation, illustration, and reproduction techniques; ability to make clear and concise oral and graphic presentations; ability to work with local organizations and to build consensus; ability to collect, analyze, and present planning data; ability to understand and interpret maps, charts, and graphs; ability to understand and interpret written material; ability to organize and conduct planning activities including research, analysis, design, and writing comprehensive planning studies and reports; reliability resourcefulness; and good judgment.

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### MINIMUM QUALIFICATIONS: Either:

- (A) Possession of a master's degree in urban planning, public administration, landscape architecture, marketing, commercial real estate development, economic studies, or a related field, and three years of acceptable experience in main street redevelopment or municipal, community, or regional planning activities; or
- (B) Possession of a bachelor's degree in urban planning, public administration, landscape architecture, marketing, commercial real estate development, economic studies, or a related field, and five (5) years of experience as described in (A) above; or
- (C) An equivalent combination of training and experience as described in (A) and (B) above.

**NOTE:** Your degree or credits must have been awarded by a college or university accredited by a regional, national, or specialized agency recognized as an accrediting agency by the U.S. Department of Education/U.S. Secretary of Education. If your degree or credits were awarded by an educational institution outside of the United States and its territories, you must provide independent verification of equivalency. A list of acceptable companies who provide this service can be found on the Internet at: <https://www.cs.ny.gov/jobseeker/degrees.cfm>. You must pay the required evaluation fee.

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Public Hearing: N/A  
NYS Civil Service Commission Approval: N/A

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