

TARGETED INDUSTRY PLANNER

DISTINGUISHING FEATURES OF THE CLASS: This position involves responsibility for the performance of professional and technical duties in support of the economic development function of the Division of Planning and Environmental Management. Duties will include assisting in the development of comprehensive marketing and planning programs to foster economic growth in the second home, agriculture, back office, tourism and other targeted industries in the County. Work is performed under general administrative supervision of the Commissioner of Planning and Environmental Development with leeway for independently performing most of the duties of the position.

TYPICAL WORK ACTIVITIES:

Develop targeted industry development strategies and work with the County's economic development agencies to implement strategies;

Assists in the development of a long range and comprehensive marketing and planning programs including the performance of research and analysis;

Works with the local economic development organizations, under the Commissioner's direction, to devise marketing strategies to promote growth in a specific industries County-wide;

Develops programs to help implement the recommendations of the County's Economic Development Strategy and Agricultural Protection Plan;

Devises programs and reaches out to recruit prospective tenants to locate within the County's Airport Industrial Park and Class A Corporate Center;

Conducts surveys, land use studies, and other research activities to provide assistance in the County's economic development efforts;

Works with local development organizations to identify planning and zoning issues that may be inhibiting economic development or business attraction efforts;

Assist the Commissioner of Planning and Environmental Management with zoning text

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amendments;

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

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

Assists in the preparation of proposals for state and federal grants and prepares applications for financial assistance relating to economic development activities;

Performs related duties as assigned.

FULL PERFORMANCE KNOWLEDGE, SKILLS, ABILITIES, AND PERSONAL

CHARACTERISTICS: Good knowledge of the sociological, economic, marketing, design, and environmental factors involved in performing activities related to planning and economic development; ability to make clear and concise oral and graphic presentations; good knowledge of community and regional physical planning, including zoning and subdivision regulations; good knowledge of the principles and techniques used in developing a marketing plan for business attraction efforts; ability to work with local organizations and to build consensus; ability to think independently and creatively; ability to collect, analyze, and present planning and other socio-economic data; demonstrated skills in graphic presentation, illustration, and reproduction techniques; 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, commercial real estate development, economic studies, or a related field, and one year of acceptable experience in economic development or municipal, community, or regional planning activities; or
- (B) Possession of a bachelor's degree in urban planning, public administration, commercial real estate development, economic studies or a related field, and three years of experience as described in (A) above; or
- (C) An equivalent combination of training and experience as described in (A) and (B) above.

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Last Reviewed: 8/11/98

Jurisdictional Class: Competitive

Public Hearing: N/A

NYS Civil Service Commission Approval: N/A

Revised and Replaced in Classplan on 09/15/16

Revised and Replaced in Classplan: 3/30/2023