

1. Position Code DEPTALTAQ25N

State of Michigan
Department of Civil Service
 Capitol Commons Center, P.O. Box 30002
 Lansing, MI 48909

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POSITION DESCRIPTION

This form is to be completed by the person that occupies the position being described and reviewed by the supervisor and appointing authority to ensure its accuracy. It is important that each of the parties sign and date the form. If the position is vacant, the supervisor and appointing authority should complete the form.

This form will serve as the official classification document of record for this position. Please take the time to complete this form as accurately as you can since the information in this form is used to determine the proper classification of the position. **THE SUPERVISOR AND/OR APPOINTING AUTHORITY SHOULD COMPLETE THIS PAGE.**

2. Employee's Name (Last, First, M.I.)	8. Department/Agency Michigan Economic Development Corporation
3. Employee Identification Number	9. Bureau (Institution, Board, or Commission) Community Development
4. Civil Service Classification of Position Departmental Analyst 12	10. Division Technical Assistance Programs
5. Working Title of Position (What the agency titles the position) MSS Market Studies Economic Vitality Specialist	11. Section Main Street
6. Name and Classification of Direct Supervisor Laura Krizov, State Administrative Manager 15	12. Unit
7. Name and Classification of Next Higher Level Supervisor Michelle Parkkonen, Director, Technical Assistance Programs (Non-State Supervisor)	13. Work Location (City and Address)/Hours of Work 300 North Washington Square, Lansing MI 48913 8am-5pm-Monday through Friday

14. General Summary of Function/Purpose of Position
 As a recognized resource, the staff person will serve as the Michigan Main Street (MMS) Program specialist on the Market Studies Economic Vitality component of the Main Street Four-Point Approach and report directly to the MMS Manager. As the recognized resource for the Market Studies Economic Vitality component of the MMS Program, the staff person will provide professional and technical assistance, resources, and services to the local MMS Communities including the Engaged, Select, and Master Levels. The staff person will assist in the development of the MMS Program by developing strategies which result in community-based development for revitalization of traditional commercial districts. The staff person will work with other MMS Program staff and develop internal documents, principles, capacity, and policies of the MMS Program. The staff person will assist with MMS and non-MMS Program activities that will include, but are not limited to, market studies or market study updates, recruitment test, downtown development services, property owner assistance (financial resources, strategic use of space, new uses, and design service implementation), baseline assessments visits, resource team visits, year-end accreditation evaluations, and other duties as assigned. Position requires extensive travel and extended hours past normal 8-5.

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15. Please describe your assigned duties, percent of time spent performing each duty, and explain what is done to complete each duty.

List your duties in the order of importance, from most important to least important. The total percentage of all duties performed must equal 100 percent.

Duty 1

General Summary of Duty 1

% of Time 50

As the recognized resource for the Market Studies Economic Vitality component of the MMS Program, provide professional and technical assistance, resources, and services to the local Michigan Main Street Communities including the Associate, Selected, and Master Levels. Consult with communities about their market studies and explain what the data means.

Individual tasks related to the duty.

- Coordinate, schedule, plan and implement on-site technical assistance visits to the MMS Communities as it pertains to the economic vitality and property development aspect of the MMS Program within the framework of the Main Street Four-Point Approach and its Eight Principles.
- Conduct regular statewide travel to local MMS Communities. Maximize time in communities by scheduling other meetings while on-site beyond the specific activity (i.e.: meet with the Manager, take photos for MMS Program resource library, etc.).
- Prepare materials for the annual year end evaluations in the local MMS Communities.
- Work with local Main Street staff and volunteers to assess their district from an economic vitality standpoint, including appropriate use of space and identification of future development and business opportunities in the district.
- Provide tools, training and support to guide the assessment and the ongoing collection of information through the building and business inventory and other services as needed.
- Provide regular follow-up to MMS Communities on trainings and services and in implementing its economic vitality committee work plan objectives and activities through in-person visits, example resources, templates and tools and other resources, as needed.
- Work with local programs to recruit new uses and businesses to appropriate and available space in their district.
- Provide market data and analysis, as well as follow-up technical assistance, to support communities in utilizing information to attract new development, recruit businesses and position the district in alignment with the organizational strategy.
- Regularly communicate with local MMS Community staff and provide additional information and guidance on economic issues as needed.
- Assess a local MMS Community's needs and develop specialized programming and plans relating to downtown revitalization topics to address those needs.
- Develop relationships with building owners, volunteers, partner community organizations (Chamber, CVB, and Municipality) to build consensus around the vision for strategic use of space and development in the Main Street district.
- Develop relationships with local, regional, state and national organizations working in downtown development, small business support and entrepreneurship ecosystems to help ensure communities are looped in to resources, best practices and tools to support downtown vitality.
- Work with Main Street community to see the value of the Redevelopment Ready Communities program and how it can support strategic use of space and strategic downtown development.

Duty 2

General Summary of Duty 2

% of Time 40

Assist in the development and implementation of Michigan Main Street Program.

Individual tasks related to the duty.

- Coordinate economic vitality trainings and services with the National Main Street Center and other state agencies including the Department of History, Arts, and Libraries Office and Michigan Economic Development Corporation.
- Maintain working knowledge and understanding of federal, state, and local redevelopment programs and opportunities that can enhance the overall goals of the local MMS Community.
- Assist with the development of the MMS Program quarterly newsletter, annual report, website, educational and promotional materials for publication, and produce economic impact statements from monthly reports submitted by local MMS Community staff, and write stories documenting the positive changes and impact of the MMS Communities.
- Assist with development and updating of the Michigan Main Street website.
- Market MMS Program to potential applicants through on-site presentations and workshops, assist communities in preparing for the application, and participate in the selection review process.
- Assist in the creation and development of trainings and services relating to the economic vitality component of the Main Street Four-Point Approach as outlined in the MMS Program list of services.
- Participate in MMS Program staff meetings, quarterly trainings, trainings conducted within the local MMS Communities, and any regional and special meetings.
- Assist the MMS Coordinator and work with other MMS Program staff in developing the Associate, Selected, and Master Level services, strategies, policies and procedures for the MMS Program.
- Maintain a working knowledge and understanding of economic vitality components including business retention and recruitment, market studies, redevelopment, building rehabilitations, planning and zoning, ordinances, real estate development and feasibility, building and business inventories, entrepreneurship, business incubators, small business counseling services, financial packaging, inventory control, marketing, and incentives.
- Research, develop, and document “best practices” from across the country that relate to downtown revitalization.
- Assist in the development of market studies for local MMS Communities.
- Assist MMS Coordinator with tasks related to the economic vitality aspect of the MMS Program as needed.
- Assist in the preparation of meetings with the Michigan Main Street Program’s Advisory Committee.

Duty 3

General Summary of Duty 3

% of Time 10

Assist with the development and implementation of non-MMS Program activities

Individual tasks related to the duty.

- Attend statewide and national conferences related to downtown revitalization and economic development as needed.
- Help to develop content related to the economic development point of Main Street for social media.
- Conduct other duties as assigned by the MMS Manager

Duty 4

General Summary of Duty 4

% of Time _____

Individual tasks related to the duty.

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16. Describe the types of decisions you make independently in your position and tell who and/or what is affected by those decisions. Use additional sheets, if necessary.

Significant responsibility for the coordination with other MMS staff and development of the programs goals and objectives and training, services and guidance to businesses to the local MMS communities. Significant responsibility to independently conduct training and services on-site to local MMS communities.

17. Describe the types of decisions that require your supervisor's review.

When a situation arises that does not fall within guidelines or policies already set, or where the situation is, or could be, controversial or sensitive. The senior level Departmental Analyst has a great deal of decision making authority regarding community development programs.

18. What kind of physical effort do you use in your position? What environmental conditions are you physically exposed to in your position? Indicate the amount of time and intensity of each activity and condition. Refer to instructions on page 2.

Use of standard office equipment, including cellular telecommunications. Position requires extensive travel and extended hours past normal 8-5.

19. List the names and classification titles of classified employees whom you immediately supervise or oversee on a full-time, on-going basis. (If more than 10, list only classification titles and the number of employees in each classification.)

<u>NAME</u>	<u>CLASS TITLE</u>	<u>NAME</u>	<u>CLASS TITLE</u>

20. My responsibility for the above-listed employees includes the following (check as many as apply):

- | | |
|---|--|
| <input type="checkbox"/> Complete and sign service ratings. | <input type="checkbox"/> Assign work. |
| <input type="checkbox"/> Provide formal written counseling. | <input type="checkbox"/> Approve work. |
| <input type="checkbox"/> Approve leave requests. | <input type="checkbox"/> Review work. |
| <input type="checkbox"/> Approve time and attendance. | <input type="checkbox"/> Provide guidance on work methods. |
| <input type="checkbox"/> Orally reprimand. | <input type="checkbox"/> Train employees in the work. |

21. I certify that the above answers are my own and are accurate and complete.

Signature

Date

NOTE: Make a copy of this form for your records.

TO BE COMPLETED BY DIRECT SUPERVISOR

22. Do you agree with the responses from the employee for Items 1 through 20? If not, which items do you disagree with and why?
Yes.

23. What are the essential duties of this position?

Serve as the recognized resource staff contact and technical advisor for the Market Studies Economic Vitality component of the MMS Program. Serve as the contact for application based services that are related to the Economic Vitality component of Main Street. In addition, the senior worker has geographic responsibility for the MMS Communities across the entire State of Michigan providing technical assistance and services.

24. Indicate specifically how the position's duties and responsibilities have changed since the position was last reviewed.

No significant changes.

25. What is the function of the work area and how does this position fit into that function?

This position provides senior level expertise and serves as the recognized resource for the Economic Vitality component of the MMS Program. This position also provides senior level expertise to MMS Communities across the entire State of Michigan providing technical assistance and services and developing relationships with local communities, and assisting in building local community development capacity.

26. In your opinion, what are the minimum education and experience qualifications needed to perform the essential functions of this position.

EDUCATION:

Possession of a bachelor's degree in any major. Bachelor of Public Administration, Finance, Community Development/Planning, Economic Development, Business Operations, or related degree preferred.

EXPERIENCE:

Departmental Analyst 12: Three years of professional experience, including one year of experience equivalent to the experienced (P11) level in state service.

KNOWLEDGE, SKILLS, AND ABILITIES:

Minimum of three years experience in community, downtown or economic development, business consulting, small business operations, business retention and recruitment, planning, or local government related activity strongly preferred.

CERTIFICATES, LICENSES, REGISTRATIONS:

NOTE: Civil Service approval of this position does not constitute agreement with or acceptance of the desirable qualifications for this position.

27. *I certify that the information presented in this position description provides a complete and accurate depiction of the duties and responsibilities assigned to this position.*

Supervisor's Signature

Date

TO BE FILLED OUT BY APPOINTING AUTHORITY

28. Indicate any exceptions or additions to the statements of the employee(s) or supervisor.

29. *I certify that the entries on these pages are accurate and complete.*

Appointing Authority's Signature

Date