



Fluvanna County, Virginia  
Department of Economic Development  
Job Description

**Small Business Development and Tourism Specialist**

<b>Job Class #:</b>	2451
<b>Pay Grade:</b>	17
<b>Category:</b>	Full-Time (with benefits)
<b>FLSA Status:</b>	Non-Exempt
<b>Reports To:</b>	Director of Economic Development

**SUMMARY**

Under the general direction of the Director of Economic Development, the primary focus of this position is the development and implementation of a proactive small business/entrepreneurship program and tourism initiative in support of the County's Economic Development Strategic Plan.

**ESSENTIAL FUNCTIONS**

Small Business/Entrepreneurship:

Small businesses, including start-up companies and entrepreneurs, have always been a strong market for the County. Moving forward, this industry sector will continue to be a primary focus given the current market. This sector is expected to continue to grow for the foreseeable future.

- Serves as the County's primary resource and contact for small businesses and entrepreneurs.
- Works with County staff and outside stakeholders to review existing programming and develop and implement a small business and entrepreneur development strategy focused on growing entrepreneurial activity in Fluvanna.
- Develops programs and resources designed to assist local small businesses.
- Serves as the County's primary resource in conveying all information to the local business community.
- Conducts ongoing business visitations and maintains strong working relationships with the local business and development communities.
- Remains current on all federal, state and local regulations and opportunities impacting small businesses and entrepreneurs.

Tourism/Events:

Given the County's central location, the number and variety of local events, historic and natural resources, tourism is an important focus for the County.

- Focuses on bringing visitors, specifically "day-trippers," to Fluvanna County.
- Connects County visitors with local businesses.
- Works with other County departments and outside agencies to develop additional opportunities to maximize the benefits of locally hosted events.
- Assists in the planning, development and marketing of both County and privately developed events.
- Assists in the creation of tourism-related advertising and marketing initiatives; develops and disseminates information through multiple media venues.
- Maintains tourism portion of the County website and social media platforms.
- Collects data and research to indicate the economic impact that tourism is bringing to the community.

- Communicates and regularly presents to regional leadership, hospitality-industry partners, residents, and media regarding tourism initiatives, performance data, news, and other relevant information.
- Works closely with the Virginia Tourism Corporation on opportunities to highlight the County as a tourism destination.

General:

- Assists in the development and implementation of all marketing campaigns including marketing materials, newsletters, business profiles and e-newsletters.
- Supports the Economic Development and Tourism Advisory Committee (EDTAC) and provides other administrative duties, as requested.
- Attends meetings and other boards and commissions meetings, as requested.
- Represents the department at partner organization events and activities, as requested.
- Responds to telephone, e-mail and in-person inquiries.
- Collaborates with County staff on issues affecting business and visitor development.
- Performs other duties as assigned.

**REQUIRED KNOWLEDGE, SKILLS AND ABILITIES**

Knowledge of:

- Business retention and expansion program principles, practices, methods and techniques.
- General understanding of economic development, community development, tourism and local government principles and practices.
- Principles, practices and techniques of economic development, marketing and business management.
- Principles and processes for providing customer service including setting and meeting quality standards for services and evaluation of customer satisfaction.
- General understanding of business practices.
- Web development and social media management; website content management systems.

Skills in:

- Communication and professional relationship-building.
- Writing clear and concise directives, reports, memoranda and letters.
- Preparing and delivering presentations in a variety of settings to elected officials, senior executives, and other stakeholders, as well as the general public.
- Operating common office equipment including personal computers and copiers.
- Preparing comprehensive reports, correspondence, and plans involving detail, statistical and other data, or instructions.
- Demonstrated experience with advertising, marketing and business promotion, including social media channels.
- Exceptional customer service involving marketing and sales and direct customer contact, including business to business, business to customer and business to government.
- Multi-task and maintain complex program and project records; plan, coordinate and conduct projects and multi-phase programs.
- Work with considerable independence based upon broadly stated goals and objectives.

Ability to:

- Manage projects independently.
- Utilize cost/benefit analyses in decision-making.
- Prepare clear and comprehensive financial and administrative reports.
- Communicate ideas clearly and concisely, both orally and in writing.

<ul style="list-style-type: none"> <li>Establish and maintain effective working relationships with County and State officials, associates and the general public.</li> </ul>
<b>ACCEPTABLE EDUCATION, EXPERIENCE, AND TRAINING</b>
<ul style="list-style-type: none"> <li>Four-year degree specializing in economic development, community planning, business administration/public administration, marketing, or other closely related field from an accredited college.</li> <li>Minimum of two (2) years of experience related to economic development, community business development, tourism, or marketing.</li> <li>Any equivalent combination of experience and education that will allow the applicant to satisfactorily perform the duties of the job may be considered when filling the position.</li> </ul>
<b>WORKING CONDITIONS AND PHYSICAL REQUIREMENTS</b>
<ul style="list-style-type: none"> <li>Office environment exposure to computer screens; sitting for prolonged periods of time.</li> <li>Must have the ability to occasionally lift, push/pull, and hold/carry 30 pounds.</li> <li>Must have the ability to frequently stand and sit, and occasionally walk over flat and uneven terrain.</li> <li>Must be available to work some weekends and evenings for presentations, training, and meetings.</li> <li>Must possess an appropriate driver's license valid in the Commonwealth of Virginia.</li> <li>Local travel is required for meetings and presentations.</li> </ul>
<b>POST OFFER REQUIREMENTS</b>
<ul style="list-style-type: none"> <li>Criminal Background Check</li> <li>Valid driver's license</li> </ul>

<b>Department Head Recommended:</b>	<b>Director of HR Approval as to Form:</b>	<b>County Administrator Recommended:</b>	<b>Board of Supervisors Approved:</b>
May 8, 2023	May 8, 2023	May 31, 2023	June 7, 2023