

# CITY OF FAYETTEVILLE

invites your interest in the position of

# Business Recruitment Specialist



CITY OF  
FAYETTEVILLE  
ARKANSAS

# FAYETTEVILLE, ARKANSAS

**The City of Fayetteville is seeking a Business Recruitment Specialist for a new, exciting opportunity.**

## ABOUT THE CITY

As the third largest and one of the fastest growing cities in Arkansas, Fayetteville is packed full of opportunity. We're a diverse city of families, students, artists, professionals, outdoor enthusiasts, and more. Fayetteville has a current city population of 80,600 and is nestled in the beautiful Ozark Mountains. Fayetteville is located in Northwest Arkansas and the region is centered around the four large cities along the Interstate 49 corridor: Bentonville, Rogers, Springdale, and Fayetteville. The NWA region is home to the headquarters of Walmart, Tyson Foods, and J.B. Hunt Transport Services. The population of NWA is approximately 513,559 residents.

Northwest Arkansas offers amenities that rival many major metropolitan areas. These include: Crystal Bridges, a world-class museum of American art; expansive and diverse shopping; a minor league baseball team; and two world-class performance theaters. Fayetteville is also home to one of the premier Southeastern Conference educational institutions, the University of Arkansas, and its nationally competitive collegiate sports teams.

The attractive quality of life of the Northwest Arkansas region is a result of economic development in the region and smart investments in the community vitality of the region. Because of its progressive business community, Fayetteville is a place for people to not only visit and work, but also to live, play, and thrive. More information about economic development in Fayetteville can be found on the Startup City of the South website: [fayetteville-ar.gov/314/Economic-Vitality](http://fayetteville-ar.gov/314/Economic-Vitality).

## CITY ORGANIZATION

The City of Fayetteville operates under a stable Mayor-Council form of government. The City Council is composed of eight council members and a Mayor. Two council members are elected in each of Fayetteville's four wards by city voters and are directly responsible to the people. Four council members are elected at one municipal election and four council members at the next municipal election. The term of office for a council member is four years and a council member may serve an unlimited number of terms. The City Council is the legislative and policy-making body of the city government with the Mayor as Chief Executive Officer. In this capacity, the Mayor has a statutory duty to oversee the enforcement of city policies, ordinances, administrative rule, and State laws, as well as to direct city offices and employees to discharge their duties. The Mayor is responsible for submitting an annual budget to City Council appropriating funds for government operations. The Mayor also administers the annual work program approved by City Council.

The Office of the Mayor must create a balance of city services, recognizing the changing needs of the community and the desires of the citizens while maintaining financial stability. The Mayor is elected during the presidential election year for a four year term and can serve an unlimited number of terms.

The City of Fayetteville is a full-service local government providing the following internal and external services: Mayor's Administration, City Council, City Attorney, City Prosecutor, City Clerk/Treasurer, Fayetteville District Court, Library, Chief of Staff, Human Resources, Internal Audit, Sustainability and Resilience, Police, Central Dispatch, Fire, Parks & Recreation, Finance & Internal Services, Development Services, Communications & Marketing, Transportation Services and Utilities.

The total 2018 City budget is \$160.849M and the General Fund budget is \$45.586M. There are 793.5 FTE City employees.

# FAYETTEVILLE, ARKANSAS

## WORKFORCE ATTRIBUTES

Self-Motivation  
Accountability  
Creativity  
Adaptability  
Empathy  
Customer Service  
Optimism  
Innovation  
Commitment  
Values Diversity  
Ethical Behavior  
Continuous Learner



## CITY CULTURE

The City of Fayetteville is committed to increasing citywide awareness on how to live a longer, healthier, and happier life by providing wellness opportunities to City employees. We have been awarded the Gold Achievement for Fit-Friendly Worksites and are recognized as a Healthy Vending City by the American Heart Association.

### Employee Perks:

- Free 24/7 access to the City Gym
- Membership available at the Fayetteville Public School Fitness Center
- Membership available at UARK Federal Credit Union
- Wellness Benefits including an annual Wellbeing Day
- Employee Assistance Program: free confidential counseling and referral service.



This workplace has been recognized by the American Heart Association for meeting criteria for employee wellness.



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# FAYETTEVILLE, ARKANSAS



## UNIVERSITY OF ARKANSAS

The University of Arkansas is located in the hilly northwest corner of Fayetteville, Ark., and overlooks the Ozark Mountains. Some of the nation's best outdoor amenities and most spectacular hiking trails are within a short drive of campus. The University of Arkansas (U of A) is a top research institution in the nation and is also known for its successful SEC sports programs. The U of A is consistently ranked among the nation's top public research universities and as a best value university for students. The Carnegie Foundation classifies the university as having "the highest possible level of research," placing it among the top 2 percent of colleges and universities nationwide.





# CITY AWARDS AND RECOGNITION



Award	Place #	Given By	Year
Best Place to Live	5	U.S. News & World Report	2018
Utility of the Future Today	-	Water Environment Federation	2018
Best place for bikes in Arkansas	-	People for Bikes	2018
ADEQ TEChE	1	ADEQ	2018
Arkansas Trendsetter City	-	Arkansas Business	2018
Best Places to Live in Every State	-	Time Money	2018
Top U.S. Cities for a Career	8	smartasset.com	2017
Best Cities to Launch a Career	7	Realtor.com	2017
Bronze Walk Friendly Community	-	Pedestrian & Bicycle Center	2017
Best Place to Live	5	US News & World Report	2017



# Business Recruitment Specialist

## ESSENTIAL DUTIES:

Note: All City of Fayetteville positions require the employee to provide good customer service to both internal and external customers, maintain positive and effective working relationships with other City employees (especially members of his or her own team), and have regular and reliable attendance that is non-disruptive.

1. Implement the Department of Economic Vitality's targeted retail, restaurant, and mixed-use recruitment and development efforts:
  - a. Deploying strategies, plans, and programs, as applicable, to support, attract, and retain new sales-tax generating Fayetteville businesses.
  - b. Working directly with City staff, commercial real estate professionals, and the community to attract appropriate retail, restaurant, and mixed-use developments to Fayetteville.
  - c. Working with state, regional, and local business partners to develop and enhance targeted retail sector efforts.
  - d. Working with contracted economic development and community development entities to develop and enhance the retail, restaurant, and mixed-use sectors.
  - e. Participating with the department Director in the development of the department's budget.
  - f. Preparing and reviewing project reports, council and board information and agenda memos, correspondence, presentations, and other related information.
  - g. Taking a proactive, strategic, creative, and innovative approach to retail, restaurant, and mixed-use recruitment and development.
  - h. Gathering, maintaining, and interpreting all relevant data and information pertaining to retail, restaurant, and mixed-use sectors.
  - i. Utilizing relevant economic development software and both public and private data sets including, but not limited to EMSI, ESRI Business Analyst, US Census, Bureau of Economic Analysis, Bureau of Labor Statistics, and Arkansas Department of Finance and Administration.
2. Act as a primary recruitment entity for retail, restaurant, and mixed-use development:
  - a. Developing collaborative relationships with the commercial real estate community, as well as local, regional, state, and national industry associations.
  - b. Leading and coordinating the City's recruitment efforts at trade shows across the country, including ICSC RECON and ICSC Deal Making events.
  - c. Recruiting targeted retail, restaurant, and mixed-use development through direct recruitment and outreach efforts to expand economic development in the City.
  - d. Coordinating with the Director of Economic Vitality for targeted block-level recruitment efforts throughout the City.
  - e. Encouraging smart growth principles through retail, restaurant, and mixed-use development, such as transit-oriented development, trail-oriented development, and growth concept implementation.
  - f. Cultivating targeted experiential retail, restaurant, and mixed-use development throughout the City.
3. Advise the Director of Economic Vitality on strategies and issues pertaining to retail, restaurant, and mixed-use recruitment and development:
  - a. Evaluating strategies, programs, and policies that are suggested to the Department of Economic Vitality to identify potential economic or other impacts on the retail, restaurant, and mixed-use development community.
  - b. Analyzing and monitoring Fayetteville's retail trade market, updating the Director of Economic Vitality regularly.
  - c. Tracking measures of success, economic and community indicators, and accountability for economic vitality as it relates to retail, restaurant, and mixed-use recruitment and development.
  - d. Ensuring integration of the Department of Economic Vitality's recruitment efforts with the City's sustainability framework.
4. Establish and maintain a visible and accessible public profile including:
  - a. Taking a proactive approach to meeting business owners, real estate professionals, and commercial developers.
  - b. Talking with individuals and groups and attending

# Business Recruitment Specialist

business and organizational meetings as needed and requested.

- c. Making presentations and providing written information to groups as needed.
  - d. Effectively listening to and representing diverse interests, and objectively evaluating alternative approaches.
  - e. Demonstrating business savvy and political astuteness.
  - f. Providing exceptional customer service through careful listening and understanding of customer issues, and using personal initiative to resolve issues in a manner consistent with adopted policies, regulations, and procedures.
  - g. Handling confidential and sensitive information appropriately.
  - h. Continuously updating skills, knowledge of economic development methods, and City codes and policies.
5. Other
- a. Responsible for knowing and complying with City and departmental policies.
  - b. Participating in professional trainings and development.
  - c. Performing other duties as required.

## **SECONDARY DUTIES**

1. Secondary duties as assigned.



# Business Recruitment Specialist

## QUALIFICATIONS OF THE IDEAL CANDIDATE:

1. Bachelor's degree (BA or BS) from a college or university in a related field with at least five years of related economic development experience and three years of project management experience.
2. Master's degree preferred in one of the following: public administration, business administration, planning, or a similar field, and knowledge and understanding of the community, including its geography, politics, and laws.
3. Professional Designation preferred in one of the following: Certified Economic Developer (CEcD), Professional Community and Economic Development (PCED), Certified Commercial Investment Manager (CCIM), Economic Development Finance Professional (EDFP), or a designation(s) from the International Council of Shopping Centers (CRRP, CRX, CSM, CMD, CLS, CDP, or SLD).
4. Must possess a valid driver's license.
5. Must successfully pass a criminal background check, including but not limited to convictions, guilty pleas, or no-contest pleas to violent offenses, theft offenses, and any offense under A.C.A. § 21-15-103 or A.C.A. § 21-15-111.
6. Excellent written and verbal communication skills with the ability to effectively communicate and interact in a positive and cooperative manner with all levels of staff within the City, the business community, and the public.
7. Proven ability to maintain positive community contacts and relationships, exercise discretion and sound judgment, and to interact knowledgeably, professionally, and diplomatically with a diverse staff and public.
8. Ability to communicate controversial issues effectively, both orally and in writing, with the public, boards and City Council, City employees, other agencies and organizations, or community groups.
9. High-level decision-making abilities from basic to complex, and ability to advise the Department of Economic Vitality on a course of action as necessary that affects departments, the City as a whole, and the public.
10. Ability to multitask and meet deadlines subject to time pressures.
11. Understanding of basic legislative procedures and processes, including the ability to read and understand proposed legislation, provide interpretation of municipal-related legislation, and make recommendations to the Director of Economic Vitality.
12. Ability to apply concepts such as fractions, percentages, ratios, and proportions to practical situations.
13. Experience handling confidential or sensitive information.
14. Must be proficient in the use of a computer, utilizing word processing and spreadsheet applications and other related software programs. Must be able to effectively operate standard office equipment.
15. Ability to work under stress from demanding deadlines, public contact, and changing priorities and conditions.
16. Requires ability and willingness to attend evening meetings.
17. While performing the functions of this job, the employee is regularly required to move about the office area and external locations, regularly required to communicate effectively both on the phone and in person, sit; use hands to finger, handle, or feel; reach with hands and arms; occasionally climb or balance. The employee must regularly lift and/or move up to 20 pounds. Must have vision abilities to accomplish computer and office work.

## KEY COMPETENCIES

- Business Acumen
- Communication
- Ethical Practice
- Relationship Management
- Economic Development Expertise
- Commercial and Retail Development Expertise



# COMPENSATION, BENEFITS, AND HOW TO APPLY

## SALARY

The salary range for this position will be dependent upon the experience and qualifications of the successful candidate. Starting salary range will be in the range of \$61,400- \$75,000. The City of Fayetteville offers employees an excellent fringe benefit package.

## BENEFITS

The City of Fayetteville is proud to offer a comprehensive benefits package to eligible employees. The City provides affordable healthcare coverage plans that include medical, dental, vision, and medical reimbursement accounts as well as Retirement Savings Plan options for eligible employees. Regular full-time employees start with 11 paid holidays, 2 personal days, and 10 vacation days per year. Regular full-time employees are eligible for 12 sick days a year, up to 3 days for bereavement leave, and 16 hours per year of Professional Development. Employees are also eligible for 1 paid Wellbeing Day per year.

## HOW TO APPLY

To be considered for this position, complete an online job application at the link below, and attach a resumé that includes length of time in each position, current salary, and four references.

This position will remain open until filled. Candidates are encouraged to apply as soon as possible, as applications will be reviewed as they are received prior to a City selection process.

### Link to Apply:

<http://www.fayetteville-ar.gov/1608/Current-Job-Openings>



The City of Fayetteville is an EEO/AA employer that seeks to employ qualified persons without regard to race, color, religion, gender, national origin, age, sex, marital status, disability, veteran status, sexual orientation, gender identity or any other characteristic protected by law. We strive to ensure all employees a discrimination-free workplace and have a strong commitment to affirmative action and equal opportunities. We value and encourage diversity in our workforce. All applications are subject to potential public disclosure under the Arkansas Freedom of Information Act.