

**MONTGOMERY COUNTY GOVERNMENT  
ROCKVILLE, MARYLAND  
CLASS SPECIFICATION**

**Class Code: 004430  
Grade: 27  
FLSA: E**

**SENIOR BUSINESS DEVELOPMENT SPECIALIST\***

**DEFINITION OF SERIES:**

This series includes positions involving management, research, analytical, regulatory, or other specialized work concerned with the business and economic development of the maintenance and expansion of existing companies, the attraction of new businesses, and/or supporting the viability of the agricultural industry in order to enhance the economic prosperity of the County.

**DISTINGUISHING CHARACTERISTICS:**

This is the expert level classification within the Business Development Specialist series. Employees in this class are expected to play an influential role with leading individuals of County's business and/or agricultural industry by providing product promotion services, market analysis, and business development coordination designed to maintain, improve, or expand business and/or agricultural marketing.

The work at this level differs from the Business Development Specialist III in scope. The work involves responsibility for project management and comprehensive knowledge in specific program categories such as development, technology finance, target industry attraction, energy efficiency/renewable energy, small business development or agribusiness support. The work also involves project analysis and preparation and delivery of incentives designed to encourage business investment decisions in the County. Scope of individual projects may include initiating technical feasibility studies and analyses, developing special merchandising programs, coordinating market development programs, or other assignments depending upon the specific needs of the individual market segments. Implementation of most projects generally requires the employee to exercise innovativeness, technical competence and a knowledge of the personal aspects of industry thinking and attitudes.

**MAJOR DUTIES:**

The work requires a practical knowledge of marketing functions and practices, including, for example, a knowledge of or experience with the commodity exchanges and markets, agricultural trade, or the practices and methods involved in various corporate and/or agricultural marketing or agribusiness operations.

For positions in the Office of Agriculture (OAG) this position requires a knowledge of the requirements of one or more statutory provisions relating to an agricultural marketing program and/or resource conservation.

An employee in this class develops and monitors implementation of the most complex business development projects, develops public/private sector cooperative ventures, promotes and facilitates capital investment by business, and fosters development, redevelopment, and/or expansion of the County's high technology sector, agricultural economy, and business districts.

## **EXAMPLES OF DUTIES: (Illustrative Only)**

### **All Positions**

- Meets with senior business executives and/or developers, recommends developing as a prospect or makes referrals involving the acquisitions of development rights, negotiates complex business development or redevelopment transactions, promotes and facilitates capital investment, ensures that all applicable processes are followed and that timelines are met.
- Conducts analyses of financial and business data, and prepares written recommendations to the County Executive, Chief Administrative Officer, and the County Council on courses of action to be taken to assist and attract new companies and/or agricultural businesses and retain or expand existing companies and agricultural businesses currently conducting business within the County; and recommends utilization of various funding sources.
- Serves as a mediator and facilitator between corporate executives and attorneys and their contractors, and officials of public agencies to resolve problems and remove impediments blocking private sector investment, expansion, and those looking to purchase Transferable Development Rights-TDRs and Building Lot Termination-BLT easements.
- Disseminates information and publicizes the County's economic and agricultural development program through speech writing and the preparation of press releases for the County Executive responds directly to local press representatives and makes presentations and provides testimony in a number of different business and public forums.
- Manages or co-manages large and complex development and redevelopment sites, including contract monitoring and easement, policy formulation, marketing, negotiating land sales and leases, ensuring public development conditions are met, monitoring the development of individual land parcels, and problem resolution.
- Evaluates master plans, text amendments, zoning, subdivision, and other laws for impact on the County's economic and agricultural development goals and related Executive branch policies.
- Assesses economic trends in the agricultural sector and social conditions in rural areas and monitors the rural to the urban land conversion process and its impact on the County's economy.
- Serves as liaison to local, State, and national associations, alliances, and forums, and to either to a Development Review Committee and/or an internal architectural review committee.
- Coordinates and/or participates in County, regional, and State economic and agricultural development exercises such as joint planning and marketing activities, international prospecting missions, and site selection tours.
- Performs related duties as required.

### **Land Preservation Positions**

- Provides technical assistance to landowners, i.e., available land preservation programs, assistance completing state program forms/applications, interpreting County zoning requirements and serving as a representative on behalf of the landowner with County, State, and Federal agencies.
- Researches land use, including evaluation and development of research materials, i.e., soil quality, parcel analysis, tax assessment, zoning, road frontage measurements, conservation/nutrient management, plan status, historic preservation determinations
- Develops, negotiates, and executes easement sale contracts, subordination agreements, and other legal documents.
- Reviews/interprets title reports, recordation of deed and conservation easements and coordinates closings and settlements.
- Develops and tracks Agricultural Easement CIP for technical assistance and compliance.

- Manages or co-manages large and complex redevelopment sites, including contract monitoring, policy formulation, marketing, negotiating land sales (BLT and TDR transactions) and leases, ensuring public development conditions are met, monitoring the development of individual land parcels, and problem resolution.
- Evaluates master plans, text amendments, zoning, subdivision, and other laws for impact on the County's economic development goals and related Executive branch policies.
- Assists with agricultural marketing, outreach and educational campaigns as required to increase the awareness of the Agricultural Reserve.

### **Resource Conservation Planning**

- Develops soil conservation and water quality plans with cooperators/landowners and implement projects that incorporate the installation of best management practices on agricultural properties in the County.
- Implements the conservation programs and policies.
- Provides conservation planning assistance from initial evaluation through development phase to completion of plan.
- Plans and implements agricultural management and interprets and adapts guidelines.
- Monitors implementation of soil conservation projects to include providing lead assistance in meeting annual state and federal program conservation cost-share program compliance requirements, semiannual quality assurance assessments, and best management practice verification reviews.
- Provides technical assistance to agricultural industry for programs offered by the Maryland Department of Agriculture and Federal agencies.
- Assists with the development of MSCD outreach and education campaigns to increase understanding of soil conservation.
- Collects and enters data associated with implemented soil conservation and water quality plans and best management practices into federal and state databases so information can be extracted later for reporting and detailing progress concerning conservation efforts in connection with federal and state water quality protection goals.

### **SUPERVISORY CONTROLS:**

At this level, an employee, either alone or in consultation with the supervisor, develop projects, deadlines, and the work that must be accomplished. The employee plans and carries out the assignment resolve most of the conflicts which arise and has full technical responsibility for the project work.

**SUPERVISION EXERCISED:** Employees in this class may lead lower-level positions.

### **GUIDELINES:**

Although work is performed within broad economic development policy guidelines, Zoning Ordinances/Subdivision Regulations, real estate and financing principles and practices, the employee uses initiative and resourcefulness in creating partnerships, developing funding sources, policy and policy amendment recommendations, and amendments to land use plans and applicable regulations

### **COMPLEXITY:**

The complexity of the work derives from the coordination of land use and growth planning; resolving the competing interests of growth potential and environmental compatibility, and the need to apply the principles and practices of a broad spectrum of supporting professional disciplines.

**SCOPE AND EFFECT:**

The work product affects the County's economic well-being through the number of new farming operations and additional jobs created, the substantial tax revenue generated, and the County services which must be coordinated in response to population and business growth.

**CONTACTS:**

Contacts may include the County Executive, County Council Members, the County Attorney, local and State officials, high level corporate officials, developers, farmers, bankers, brokers, landowners, developers and leaders of non-profit and academic groups to conduct logistical orientation tours, provide subject matter advice, and to present, justify, and mediate business and agricultural development deals.

**PUBLIC SERVICE /ASSISTANCE:**

While this class of work involves employees talking with various members of the public, the provision of direct public service or assistance on a sustained basis is not a predominant characteristic of the class.

**HAZARDS:**

The work presents no significant hazards to employees.

**MINIMUM QUALIFICATIONS:*****Through Knowledge of:*****All Positions**

- Principles of marketing to include market research techniques and procedures, of the practices and procedures of business administration;
- Physical distribution systems;
- Knowledge of complex methods and techniques of domestic and international agricultural trade and product merchandising;
- Complex methods of statistics of survey design;
- Methods and techniques of product promotion;
- Principles of economics and marketing in planning and executing market surveys, market analysis, promotional campaigns or product development;
- Management and supervisory principles and practices.

**Land Preservation and Resource Conservation Planning Positions**

- Soil and water conservation issues, policies and technology related to agriculture and development.
- Organization and function of local conservation districts;
- Hydrology and ability to independently develop & compute water runoff equations for project sites.
- Department of Agriculture resource conservation programs, procedures, and practices;
- Federal, state and local programs related to soil and water conservation;
- Computer application tasks, including word processing, email, database programs, GIS
- Excellent surveying and map reading skills.

***Skill In:*****All Positions**

- Communication;
- Preparing and presenting reports.

***Ability to:***

**All Positions**

- Assess personnel and budgetary needs;
- Assess programs of local resource conservation districts.
- Present information in a creative, tasteful and effective manner;
- Establish and maintain harmonious work relationships with others;
- Organize, motivate and coordinate group action efficiently and effectively;
- Employ creativity and imagination in recommending marketing alternatives and in resolving problem assignments.

**Land Preservation and Resource Conservation Planning Positions**

- Interpret laws, rules, and regulations concerning resource conservation;
- Lead and evaluate the performance of subordinate personnel;
- Provide guidance to staff of local conservation districts;

**Experience:** Five (5) years of successful, progressively responsible experience in marketing, marketing research, economic analysis in the public sector or a phase of the production, promotion or distribution of agricultural products.

**Education:** Graduation from an accredited college or university with a bachelor's degree in business administration, economics, or a related field.

**Substitutions:**

1. Additional experience in the area of economics, mathematics, statistics, marketing, consumer behavior, marketing research, sales, advertising, or public affairs may be substituted on a year-for-year basis for the required education.
2. Applicants may substitute 30 credits of graduate education from an accredited college or university for one year of the required experience.

**Land Preservation and Resource Conservation Planning Positions**

**Education:** Graduation from an accredited college or university with a bachelor's degree in natural resources, agriculture or a related field.

**Experience:** Five (5) years of professional experience in planning, engineering, soil conservation, water quality protection or related agriculture or natural resource programs.

**Substitutions:**

1. Additional administrative or supervisory experience in a soil conservation, water quality protection or related agriculture or natural resource program may be substituted on a year-for-year basis for the required education.
2. Candidates may substitute U.S. Armed Forces military service experience as a commissioned officer in soil conservation classifications or soil conservation specialty codes in the soil conservation field of work on a year-for-year basis for the required experience and education.

**Equivalency:**

An equivalent combination of training and experience which provides the required knowledge, skills, and abilities.

**License Requirement:** Possession of a valid Class "C" (or equivalent) driver's license from the applicant's state of residence when required for job-related duties.

**Work Environment:**

The work environment involves normal, everyday discomforts or unpleasantness. The work area is adequately lighted, heated and ventilated.

**Physical Demands:**

Tasks may involve frequent walking over difficult terrain, lifting and carrying moderate weight (25 lbs.), and exposure to adverse weather conditions. Operation of survey equipment may be required. Tasks require alertness to avoid potentially hazardous conditions. Responsibilities require regular contact with developers, farmers, public officials

**PROBATIONARY PERIOD:**

Individuals appointed to a position in this class will be required to serve a probationary period of six (6) months and, if promoted to a position in this class, will be required to serve a probationary period of six (6) months. The performance will be carefully evaluated during the probationary period. Continuation in this class will be contingent upon successful completion of the probationary period.

**BARGAINING STATUS:** Positions assigned to this class are normally in the Office, Professional, and Technical (OPT) bargaining unit.

**MEDICAL PROTOCOL:** Medical History Review.

**PROMOTION POTENTIAL:** This is the budget level classification for the series.

**CLASS SPECIFICATION HISTORY:**

**Class Established:** September, 1999

**Revised:** August 2013

October 2014

**Revised:** January 2018

April 2018