

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

**Code No. 004434
Grade 23
FLSA: E**

BUSINESS DEVELOPMENT SPECIALIST II

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 journey-level professional services classification in the Business Development Specialist Series. This class is distinguished from the entry level by the assignment of the full range of duties and the assignment to carry out small to mid-sized projects. Employees at this level receive only occasional instruction or assistance as new or unusual situations arise and are fully aware of the operating procedures and policies of the work unit. Positions in this class are flexibly staffed and are normally filled by advancement from the entry level.

MAJOR DUTIES:

An employee in this class provides complex business development services to businesses and assembles customized business and agricultural development assistance packages based on analysis of the business plan, negotiations and research. The employee monitors implementation of business development projects; develops and gives staff leadership to 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, land preservation and conservation planning initiatives. The employee frequently coordinates a team of mid-level public sector resource providers including training, finance, business plan and regulatory officials.

EXAMPLES OF DUTIES: (Illustrative Only)

All Positions

- Meets with 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.

- 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:

The employee is proficient at this level in effectuating services to target businesses; arranges the sequence of work; obtains the needed materials, data, or information; and selects the appropriate method or approach in accordance with instructions, policies, previous training, and accepted practices. At this level, the decision regarding what needs to be done depends upon analysis of the subject, phase, or issues involved in each assignment, and the chosen course of action may have to be selected from many alternatives. Completed work is reviewed only from an overall standpoint in terms of feasibility, compatibility with other work, or effectiveness in meeting requirements or expected results.

SUPERVISION EXERCISED: Employees in this classification do not supervise other positions.

GUIDELINES:

The employee is expected to employ creativity and uses judgment in interpreting and adapting guidelines in the development of assigned projects. These include Departmental guidelines, regulations, and task directions of an overall nature to facilitate business expansion frequently in the context of on-the-spot negotiations and counseling.

COMPLEXITY:

Complexity of the work derives from the need to determine, review and analyze clients' needs in order to develop appropriate and effective agribusiness, business and economic development packages.

SCOPE AND EFFECT:

The scope of assignment generally includes gathering and analysis of statistical data, participation in ongoing promotional projects involving specific products or product groups, and considerable contact with representatives of producer associations, marketing organizations and other groups in order to provide advice and assistance in business development efforts.

CONTACTS:

Contacts may include corporate officials, developers, farmers, bankers, brokers, landowners, developers and leaders of non-profit and academic groups to provide technical advice, articulate concepts, resolve problems, and coordinate Departmental activities and events.

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.

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;

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.

MINIMUM QUALIFICATIONS:

Experience: Two (2) years of professional 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. 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.

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: Two (2) years of experience in planning, engineering or program administration work related to soil conservation or water quality.

Substitutions:

1. 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. 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:

At the discretion of the appointing authority, positions in this classification may be non-competitively promoted to the next higher level of Business Development Specialist III classification. Appointment to the III level requires that the employee performs the full range of duties of the class and meets the qualification standards for the class.

CLASS SPECIFICATION HISTORY:

Class Established: September, 1999 (M)

Revised: August, 2013

October, 2014

March, 2018

April, 2018

August, 2018