

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

**Code No. 004436
Grade 18
FLSA: E**

BUSINESS DEVELOPMENT SPECIALIST I

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 entry level professional services classification in Business Development Specialist Series. Employees in this class perform basic duties while learning County and programmatic policies, procedures and guidelines. As experience is gained, there is greater independence of action within established guidelines.

The Business Development Specialist I and Business Development Specialist II, are differentiated on the basis of the degree of supervisory control exercised by the supervisor over these employees. The Business Development Specialist II performs duties under close supervision at times and under general supervision at other times depending upon the complexity of the specific duty being performed. The Business Development Specialist III performs the full range of duties and responsibilities under general supervision.

MAJOR DUTIES:

An employee in this class learns the County's business development support services through research and exchange of information and data, and through participation with more experienced Business Development Specialists in meetings with and presentations to business or agribusiness development clients.

EXAMPLES OF DUTIES: (Illustrative Only)

All Positions

- Conducts research and analysis, compiles information and data, and prepares reports for use by Departmental staff, business development clients, and staff of other governmental agencies.
- Attends meetings with and presentations to business development clients to assist with presentations by more experienced Business Development Specialists, and to gain experience.
- Attends presentations to government officials and citizens' groups where County programs and services are explained.
- Serves on contract selection panels.
- Performs related duties as required.

Land Preservation and Resource Conservation Planning Positions

- Learns to participate in the planning, development and implementation of specific agribusiness projects designed to promote, encourage and support the production and distribution of County agricultural products;
- Learns to assist other business development specialists in a phase of the planning, coordination and implementation of large scale projects involving business development or redevelopment transactions, and promotion of capital investments.
- Learns to gather statistical information concerning new companies and/or agricultural businesses and retain or expand existing companies and agricultural businesses currently conducting business within the County.
- Learns to contact retail, institutional or intermediary marketers of agricultural products to exchange information concerning supply or demand of particular product groups or to encourage the distribution or use of products;
- Learns to prepare materials and utilizes various media to inform consumers concerning agricultural products;
- Learns to compile data to be used in buyer's guides, promotional publications or statistical reports;
- Learns to meet with various producer associations or marketing organizations to assist in planning and implementing promotional campaigns, exhibitions, shows or sales;

SUPERVISORY CONTROLS:

Performs tasks and duties under direct supervision, using well-defined policies and procedures. Work is reviewed by supervisor. Limited opportunity exists for exercising independent judgment and decision making. Refers most problems to supervisor for decision or help. A supervisor provides continuing or individual assignments, indicates generally what is to be done, and expectations concerning the finished product.

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 determining, reviewing and analyzing clients' needs in order to provide the most useful information, data, approach, or other service. The work involves carrying out a range of conventional assignments within the business development field.

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 meet and deal with others to agree on courses of action or to solve operational or similar problems; or to provide advice.

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:***Basic Knowledge of:*****All Positions**

- Principles of marketing to include market research techniques and procedures, of the practices and procedures of business administration;
- Methods of statistical analysis, and skill in interpreting research data.

Land Preservation and Resource Conservation Planning Positions

- Principles and practices of program planning, implementation and evaluation.
- Principles and practices of any of the following: LEED, energy auditing, energy modeling, water efficiency energy efficiency retrofits, and/or zero net energy.
- Trends and technical information in the energy efficiency and water conservation area of sustainability.
- Pertinent federal, state and local laws, codes and regulations.
- Elementary knowledge of algebra, geometry, and English usage.

Ability to:**All Positions**

- Communicate clearly and effectively, both orally and in writing, and to prepare clear and concise reports.
- Establish and maintain effective working relationships with coworkers, staff of other government agencies, and with representatives of groups, task forces, and associations.
- Attend meetings and perform work assignments at locations outside the office.

Land Preservation and Resource Conservation Planning Positions

- Learn and compute engineering data, surveying methods, soil and water conservation principles and practices, and agricultural terminology and principles

MINIMUM QUALIFICATIONS (cont.):

Experience: One (1) year of 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: One (1) year 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 II classification. Appointment to the II 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