

# Job Description

## Human Resource Use Only

**Position Number:**  
**Step/Grade**  
**Effective Date: 12/2017**

### POSITION IDENTIFICATION

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**Position Title:** Associate Planner / Business and Housing Development  
**Division:** Planning  
**Status:** Full Time Exempt  
**Normal Workweek:** Mon-Fri

### SUPERVISORY RELATIONSHIPS

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**Reports to:** Community Development Director  
**Directly Supervises:** No supervisory responsibilities

### POSITION PURPOSE

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Under the direction of the Community Development Director, the position performs technical and skilled planning and community development work in the Department and in the field, as well as related work as required.

### ESSENTIAL DUTIES

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- Assist with coordinating and implementing the City's various planning and economic assistance programs and initiatives as they apply to the downtown environment. Monitor and facilitate implementation of the City's adopted downtown plans.
- Regularly communicate and maintain relationships with downtown businesses. Serve as a point person for prospective downtown businesses. Respond to inquiries regarding downtown zoning, real estate, assistance programs, and other City resources. Welcome new businesses that locate in the downtown.
- Assist with downtown and historic district design review process and façade improvement program. Evaluate proposals, formulate recommendations, and monitor compliance.
- Identify funding resources toward implementation of downtown and housing plans, and apply for grants as directed.
- Participate in, and represent the Department on, downtown and neighborhood related committees as assigned (e.g., Downtown Manitowoc Association, Farmers Market Committee, Neighborhood Improvement Action Team, etc.).
- Assist with coordinating and implementing the City's various housing assistance programs and initiatives. Monitor and facilitate implementation of the City's housing and neighborhood plans.
- Assess conditions in the City's residential neighborhoods. Collect and analyze data regarding housing conditions and assist with identifying housing issues and priorities for enforcement and rehabilitation programs.
- Coordinate property acquisition under blighted property elimination programs by working with City departments, consultants, the Community Development Authority, and Common Council as applicable.
- Implement the City's homebuyer down payment assistance program. Develop program

materials and promote its availability with local lenders, realtors, and employers. Monitor program utilization and compliance.

- Assist with the City's marketing efforts on the scale of potential development sites and community-wide business and talent attraction. Update and produce print and digital marketing pieces for City-owned and strategic privately-owned development sites. Collaborate with allied agencies on marketing and attraction efforts.
- Assist with maintaining and improving the Department's web resources. Contribute to the City's social media presence on matters of community and economic development.
- Attend and present reports and materials at meetings of various City committees, commissions, and boards as needed.
- Function as an independent self-starter, with strong organizational skills, good judgment and ability to adapt to new situations.
- Utilize computer and data analysis skills to communicate, organize work, and to prepare various reports, documents, grant applications, and presentations.
- Establish and maintain effective working relationships with both public and private sectors.
- Maintain complete and accurate records.
- Respond to public inquiries related to Department projects and programs, zoning requirements, and other municipal functions.

## **OTHER DUTIES**

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- Utilize the City's geographic information system (GIS) to assist with creating, editing, analyzing, and maintaining maps and data sets.
- Draw and render development plans (concept plans, site plans, and 3d images) for residential, commercial, and mixed-use applications, utilizing tools such as Microstation/CAD and design software (e.g., the Adobe Suite, SketchUp, etc.) for visualization.
- Participate in preparing a variety of community development related plans, studies and reports, including comprehensive plan updates, comprehensive plan amendments, and redevelopment plans.
- Assist with applications for and administration of various state, federal, and private foundation grants related to Community Development initiatives.
- Other miscellaneous duties as assigned.

## **MINIMUM POSITION QUALIFICATIONS**

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**Education:** Degree from accredited four (4) year college with major course work in urban planning, geography, economics, or a related field. Master's Degree in urban planning or related field may be considered for candidates with less than the minimum or preferred experience.

**Experience:** Minimum of one to two years planning, economic development, or community development experience required; three to five years preferred.

**Certifications/Licenses:** None.

**Other Requirements:** Combination of education and experience must provide working knowledge and hands-on use of GIS or CAD and graphic design software. Portfolio of past work and a writing sample/test may be

required with application. Must possess ability to type a minimum 40wpm with accuracy. Must possess a valid Wisconsin driver's license. Work must be accurate and error free.

## **KNOWLEDGE, SKILLS, & ABILITIES**

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This position requires a working knowledge of the principles and practices of municipal and regional planning including: data gathering and analysis, comprehensive and strategic planning processes and tools, public program formulation and administration, methods and techniques for development and site plan review, development project analysis, and pertinent local, State, and federal laws and regulations. This position requires a working knowledge of the full range of urban planning and municipal issues with a strong working knowledge in the areas of business and economic development, urban design, historic preservation, and housing. At times, this position will also require the ability to read and interpret policy/technical/legal manuals and interpret local, State, and federal laws and regulations. This position requires some knowledge of the laws and procedures of comprehensive planning, redevelopment planning, blight elimination/redevelopment, and real estate as practiced in the State of Wisconsin. This position requires some knowledge of graphic design, real estate marketing, and business/talent attraction.

This position requires the ability to successfully utilize Microsoft Office applications including but not limited to Word, Excel, Outlook, and Power Point. This position requires skill and ability with GIS or CAD, graphic design software (such as the Adobe suite including InDesign, Photo Shop, etc.), and web resources including common social media. This position requires the ability to combine and apply planning, drafting, computer software, and knowledge of urban planning principles to residential, commercial, and mixed-use development projects, and the ability to perform all job functions in accordance with prescribed procedures and practices, although difficult assignments and those requiring considerable application of planning are performed under the supervision of the Community Development Director.

In addition, this position requires the ability to:

- Exercise strong oral and written communication skills to communicate clearly and concisely
- Create and implement systems and program elements
- Conceptualize and detail development plans
- Complete complex grant or other funding applications
- Function as an independent self-starter, practice strong organizational skills, exercise good judgment, adapt to new situations, meet multiple deadlines, and work effectively in a team environment
- Present facts and recommendations effectively in written and oral form and prepare recommendations to be used by staff, boards, and the general public
- Add, subtract, multiply, divide, calculate percentages, fractions and decimals and apply concepts such as percentages, ratios, area, volume, circumference, and proportions
- Interpret basic descriptive statistical data and reports
- Apply common sense understanding to carry out instructions furnished in written, oral or diagram form and to interpret an extensive variety of technical instructions and data
- Collect data, establish facts, and draw valid conclusions
- Deal with several concrete and abstract variables

- Analyze problems, identify alternative solutions, outcomes and actions
- Establish and maintain effective working relationships with internal and external customers, allied agencies, and other units of government

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## **BACKGROUND CHECKS - Condition of Employment**

### **PHYSICAL DEMANDS**

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The physical demands described herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Manual Dexterity:** While performing the duties of this job, the employee is regularly required to sit, stand, walk, use both hands to handle, touch, grasp; and coordinate hands, eyes, feet and limbs in performing movements such as data entry and operation of computer keyboard, telephone and calculator. Specific vision abilities required by this job include close and distant vision, peripheral vision, depth perception, and ability to focus.

**Physical Effort:** The employee often may be required to climb or balance, stoop, kneel or crouch. The employee is occasionally required to exert light to medium physical effort in sedentary and light to medium work involving lifting, carrying, pushing, walking, standing, reaching with hands and arms, climbing, balancing, stooping, kneeling, crouching or crawling. The employee is occasionally required to lift and/or move up to 25 to 50 pounds.

**Working Conditions:** The noise level in the work environment is moderately quiet. The work environment is normally indoors with controlled climate conditions. Occasionally the employee may be required to be outdoors for a short period of time, and therefore subject to varying weather conditions, for purposes of accomplishing the essential functions of this job.

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This position description has been prepared to define the general duties of the position, provide examples of work and to detail the required knowledge, skills and abilities as well as the acceptable experience and training for the position. The description is not intended to limit or modify the right of any supervisor to assign, direct, and control the duties of employees under supervision. The City of Manitowoc retains and reserves any and all rights to change, modify, amend, add to or delete from any portion of this description in its sole judgment.

This job description is not a contract for employment.

The City of Manitowoc is an equal opportunity employer, in compliance with the Americans with Disabilities Act. The City will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.