



City of Waukeee

Economic Development Coordinator

SALARY	\$32.26 - \$42.46 Hourly	LOCATION	Waukeee, IA
JOB TYPE	Full-Time	JOB NUMBER	FALL 2025 Ec.Dev. Coordinator
DEPARTMENT	Economic Development	OPENING DATE	09/03/2025
CLOSING DATE	9/16/2025 4:00 PM Central		

JOB PURPOSE

The Economic Development Coordinator supports the City's economic development initiatives by assisting with business attraction, retention, and expansion efforts, with a strong emphasis on marketing and promoting Waukeee as a premier location for investment and growth. This position blends economic development knowledge with communication and marketing skills to increase visibility of the City's opportunities.

ESSENTIAL FUNCTIONS & SUCCESS FACTORS

ESSENTIAL FUNCTIONS:

(Order of Essential Functions does not indicate importance of functions.)

1. Assist in creating and implementing targeted marketing tactics and campaigns to reach businesses, site selectors, brokers, developers, and industry partners in alignment with the City's economic development priorities.
2. Write and design promotional and informational materials, such as quarterly newsletters, flyers, guides, and presentations, consistent with City brand guidelines.
3. Maintain marketing collateral, including presentations, newsletters, flyers, maps, demographic reports, and investment profiles.
4. Manage and regularly update content on the economic development section of the City's website.
5. Collaborate with the City's Marketing and Communications team to develop social media posts, ad campaigns, and other communication activities.
6. Conduct research on industry trends, workforce data, commercial property availability, and comparable community benchmarks to support business development strategies.
7. Assist with the preparation of responses to RFIs/RFQs, grant applications, and economic impact summaries.
8. Support lead tracking and monitor marketing/outreach performance analytics.
9. Regularly review and update databases of available properties, businesses, and stakeholder contacts.
10. Monitor and update economic development database.
11. Assist with economic development project coordination and provide administrative and logistical support as needed.
12. Perform other duties or assume other responsibilities as apparent or assigned.

SUCCESS FACTORS:

1. Strong organizational skills with attention to detail and accuracy.
2. Advanced writing skills, with the ability to craft clear and compelling narratives tailored to varied audiences.
3. Ability to create professional-quality visual and written materials using PowerPoint, Canva, or Adobe products.
4. Knowledge of economic development concepts, business attraction/retention strategies, and local government operations.

5. Ability to work independently, and as part of a team, take initiative, and manage multiple priorities and projects.
6. Display dependability, integrity, and professionalism in all interactions.
7. Effective collaboration across departments and with external partners.
8. Proficiency with Microsoft Office programs and web-based email and communication platforms.
9. Attentive to the City's standards for customer service, accuracy, quality, efficiency and all City policies and procedures ensuring that all work performed meet those standards.

QUALIFICATIONS

1. Bachelor's degree in marketing, economic development, public administration, communications, or a related field.
2. Two (2) or more years of experience in marketing, economic development, or related administrative or business support roles; municipal or nonprofit experience preferred.
3. Valid driver's license with access to transportation and appropriate insurance to conduct business-related travel.
4. Knowledge of local government operations and development processes is a plus.

PHYSICAL REQUIREMENTS & WORKING CONDITIONS

PHYSICAL REQUIREMENTS:

1. Able to effectively communicate orally (in person and over the telephone) and in writing (using electronic devices and handwritten) with other employees and City contacts in English.
2. Able to function productively in a standard office environment accessing cabinets, shelving, work areas and office equipment.
3. Ability to sit for long periods of time and to maintain focus on projects such as computer screen or detailed paperwork.
4. Must occasionally lift and/or move up to 25 pounds.

WORKING CONDITIONS:

1. Work is primarily conducted in a climate-controlled office with moderate noise levels.
2. Occasional work may be required outdoors at development sites or events, with potential exposure to construction conditions.
3. Position requires local travel and occasional regional travel, with standard travel risks.
4. Employee must maintain standard work hours, with flexibility to occasionally attend meetings, events, or presentations outside of these hours, including evenings and weekends.

Employer

City of Waukeee

Address

236 W. Hickman Rd

Waukeee, Iowa, 50263

Website

<https://www.waukeee.org/>

Economic Development Coordinator Supplemental Questionnaire

*QUESTION 1

What is your highest level of education?

- ☐ High School Diploma or GED
- ☐ Associates Degree

- ☐ Technical Certification
- ☐ Some College
- ☐ Bachelors Degree
- ☐ Masters Degree

***QUESTION 2**

In your opinion, what are the top-selling features that attract business to Waukee?

***QUESTION 3**

Have you created or contributed to materials such as business attraction packets, newsletters, or web content, including social media? Please describe your experience.

***QUESTION 4**

In this position, the candidate will be working independently the majority of the time. How do you stay motivated and engaged?

* Required Question