

BERKSHIRE REGIONAL PLANNING COMMISSION - POSITION DESCRIPTION

PART I: ORGANIZATIONAL INFORMATION

Position Title Senior Planner – Economic Development	Effective Date of Position Description: April 1, 2021
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PART II: POSITION SUMMARY

This section contains a summary of the main responsibilities and requirements for all Senior Planner positions within BRPC. Specific responsibilities and requirement for individual staff persons are described in PART III.

The main responsibilities of this position are:

1. Program / Project Responsibilities:

The Senior Planner serves as a staff lead person for multiple complex planning projects. Responsibilities include:

- Program / project development, including conceptual development of possible projects, identification of funding sources and grant writing and grant preparation, development of scopes of work and budgets, and coordination with funding agencies or sources; coordination with project partners, including municipal officials; and insuring consistency with prior initiatives, efforts and plans;
- Project implementation, including working with stakeholders, completing project scope of work, and completing project close-out to satisfaction of community, funding agency, and other stakeholders;
- Project and contract management which includes project budget development and management; development and management of project staff allocations; project scheduling; development, coordination and leadership of project teams; supervision of project staff, including clear instructions about specific hour allocations, products and timelines; contract administration (i.e. amendments, expiration dates); timely project invoicing; project record keeping; project close-out, including final report and file storage; and
- Development of follow-up activities resulting from the project, including subsequent phases or other high priorities for the community or other stakeholders.

2. Overall Agency Responsibilities:

- The Senior Planner assists senior management in the overall functioning of the agency which may include some of the following activities:
 - Assistance with the development and monitoring of components of the agency budget;
 - Provide staff support to agency committees;
 - Provide leadership to ongoing outreach activities, such as the agency newsletter and the website;
 - Provide leadership in developing and administering education and training to local elected officials and municipal staff in their area of expertise;
 - Provide leadership to oversee the organization and management of the agency's material related to their area of expertise;
 - Supervision and guidance to junior staff persons and interns on specific projects;
 - Communication and coordination with Supervisor and other members of the agency Management Team;
- The Senior Planner represents the agency and serves as a spokesperson for BRPC and its programs and policies, particularly with federal, state, regional and local governments, agencies and organizations.
- The Senior Planner participates in the development of BRPC policy and procedural initiatives.
- The Senior Planner provides technical assistance and guidance to other agency initiatives as well as responds to technical assistance requests from federal, state, regional and local governments, agencies and organizations.

The minimum qualifications for this position are:

Education or training:

Master's Degree in planning, business, economic development, marketing and communications, or closely related program from an accredited college or university with at least two years' professional experience, preferably at the local or regional level, or equivalent combination of experience and training. At least one year of experience in managing complex planning projects.

Special licenses, registration or certification:

- Driver's license valid for use in the United States

Knowledge, skills, and abilities of this position:

The Senior Planner should possess the following skills and abilities:

- Strong research and analytical skills, with specific ability to analyze complex public policy issues and to formulate recommendations;
- Ability to plan and manage completion of multiple projects on time and within budget;
- Excellent communication skills, especially the ability to write effectively, to provide guidance to local officials and boards, and provide clear explanations and instructions to other BRPC staff;
- Ability to foster a strong team, defined as joint action by a group of people, in which each person subordinates his or her individual interests and opinions to the unity and efficiency of the group to arrive at a stronger and better collaborative outcome or product;
- Strong background and skills in a variety of public participation and education techniques;
- Strong skills in being able to communicate and work effectively with a wide range of people and organizations in a collaborative fashion;
- Ability to conduct field work and to participate in public meetings in all parts of the region utilizing personal vehicle;
- Must have working proficiency in Microsoft Office programs.

PART III. DETAILED POSITION DESCRIPTION:

Name (Last, first, middle) Vacant	Start Date: Effective date: April 1, 2021
Position Title Senior Planner – Economic Development	Title of Supervisor Economic Development Program Manager

This section contains a description of the main responsibilities and requirements for this specific Senior Planner position that are in addition to those described in PART II.

1. Program / Project Responsibilities:

The Economic Development Senior Planner assists communities, community organizations and local committees to create a more economically resilient Berkshire region. Primary areas of focus are supporting municipalities in their pursuit of increased business attraction and retention, improved wayfinding, placemaking, and user experience plans, and implementation of effective marketing and promotion strategies.

- a. Provide leadership to assist communities in understanding and planning for economic disruptions and impacts, and implementing actions to become more resilient. Specific activities may include, but are not limited to:
 - Creation of municipal-level Downtown Plans and/or Economic Development Plans;
 - Analysis of permitting processes to achieve streamlined experiences for business owners;
 - Facilitating municipal participation in state or federal level technical assistance programs;
 - Identification of priority projects and re/development opportunities with high job-creation or retention potential;
 - Execution of municipal-specific economic development projects.
- b. Serve as the primary Shared Economic Development Planner for participating municipalities in Berkshire County, and work with communities to further the goals identified in their individual SEDP work plans, such as:
 - Supporting and improving special designation districts such as Cultural Districts or BIDs;
 - Pursuing and implementing wayfinding and placemaking grant programs to benefit downtown areas;
 - Participating in property redevelopment efforts, including development of RFPs;
 - Promoting economic opportunities for businesses and individuals within a given municipality.
- c. Grant identification, writing and administration in the described main focus areas to sustain the program in the long term.

2. Overall Agency Responsibilities:

- a. Collaborate with a variety of regional, local and state economic development-related organizations and agencies to provide data and intelligence across these entities and participate as partner in variety of initiatives and efforts.
- b. Provide grant writing, grant management, and technical assistance to communities with regard to a wide variety of economic development planning projects and initiatives, such as programs available through federal agencies including EDA and USDA, state-level programs via EOHED, EOEEA, and DHCD, and various private foundation sources.
- c. Coordinate BRPC's educational programs and efforts related to economic development planning.
- d. Act as a clearinghouse of economic development projects and programs across the region.
- e. Coordinate economic development initiatives with community development, environmental and energy, public health, transportation and land use investments and programs.
- f. Facilitate regional responses to meet strategic economic development planning needs such as changes to applicable legislation.
- g. Provide information to various state and federal agencies and programs when assessing requests from the region for support.
- h. Advocate on behalf of the region for initiatives including, but not limited to, establishment of Berkshire County as an Economic Development District, and improved funding for and coordination among Regional Planning Agencies and Regional Economic Development Organizations within the Commonwealth.
- i. Provide staff support to the Berkshire County CEDS Committee.

The minimum qualifications for this specific position are:

1. Education or training:

Master's Degree in planning, economic development, business, or closely related program or closely related field plus two years of directly related experience. Applicable experience may be substituted for education.

2. Special licenses, registration or certification:

- a. Driver's license valid for use in the United States

3. Knowledge, skills and abilities of this position:

- a. Strong interpersonal skills and ability to communicate and work effectively with a wide range of individuals;
- b. Developing initiatives from conceptual through implementation stages;
- c. Developing comprehensive plans;
- d. Working with public officials, citizen groups and other stakeholders in determining vision and appropriate initiatives to move priority projects forward;
- e. Ability to work with local, regional, state and federal officials and a strong customer orientation;
- f. Excellent written and oral communication skills, particularly in translating technical and bureaucratic terms for citizens and elected officials.
- g. Strong analytic skills in working with a wide variety of information and data and utilizing it effectively in the public decision-making process;
- h. Working proficiency in Microsoft Office programs;
- i. Ability to conduct field work and to participate in public meetings in all parts of the region and to travel outside the region utilizing personal vehicle.

(Additional Comments by Employee)

PART IV: SIGNATURE LINES

We understand the above statements, and they are complete to the best of our knowledge.

Employee's signature _____

Date _____

Supervisor's signature _____

Date _____

Executive Director's signature _____

Date _____