



Supervisor – Economic & Small Business Development

Pay Grade: 13

General Description

This is professional and administrative work involving the planning, coordination, and implementation of the Town's economic development and small business development programs. Under the general direction of the Director of Economic Development, the position assists with implementing economic development initiatives, supporting existing businesses, attracting new investment, promoting Stratford's commercial districts, and managing departmental projects and programs.

The position serves as a liaison between the Town and the small business community and provides strategic marketing, business support, project management, and administrative assistance to strengthen Stratford's economic vitality. Work requires considerable knowledge, skill, and ability in all phases of economic development administration, small business development, marketing, and community engagement.

Supervision Received

Works under the general direction of the Director of Economic Development.

Examples of Duties

Economic Development Administration

- Assists with planning, organizing, and administering economic development programs, projects, initiatives, and monthly Economic Development Commission meetings.
- Assists with managing departmental operations, budgets, consultants, and programs related to departmental functions.
- Conducts and coordinates economic development activities and programs.
- In coordination with the Director of Economic Development, plans and implements an annual CEO Roundtable, Realtors Breakfast, and Small Business Event.
- Assists with developing and implementing business attraction and retention strategies and evaluates program effectiveness.

- Maintains relationships with local, regional, and state organizations, including chambers of commerce (BRBC), business associations, economic development agencies, and community groups.
- Performs related work and special projects as assigned.

Small Business Development and Support

- Serves as a primary resource for Stratford small businesses by providing guidance on promotions, branding, advertising, and customer attraction strategies.
- Conducts one-on-one consultations and educational workshops focused on business growth and marketing best practices.
- Assists businesses in expanding their customer base through digital marketing and destination-based promotional opportunities.
- Serves as a point of contact for entrepreneurs and businesses seeking to open, relocate, or expand in Stratford.
- Connects business owners with commercial property owners, brokers, lenders, and other resources.
- Develops and maintains business startup guides, checklists, and resource materials.
- Assists with implementing strategies to strengthen commercial corridors and enhance Stratford's small business ecosystem.

Marketing and Promotion

- Coordinates promotional and marketing activities that enhance Stratford's image and support economic growth.
- Develops and implements social media, digital marketing, and communication strategies promoting Stratford businesses, Celebrate Stratford events, and commercial districts.
- Supports and promotes town-wide events, seasonal campaigns, and business recognition initiatives designed to increase foot traffic and economic activity.
- Collaborates with Town departments, community organizations, and regional partners to position Stratford as a destination for residents, visitors, and investment.

Community Relations and Partnerships

- Establishes and maintains effective working relationships with business owners, developers, brokers, landlords, government officials, community organizations, and the public.
- Represents the Town at business events, networking functions, meetings, and regional organizations.

- Serves as a liaison between the Town and the business community to identify opportunities, challenges, and solutions.

Administration

- Assists with the preparation and administration of departmental budgets and monitors expenditures.
- Oversee projects and initiatives as assigned.

Knowledge, Skills and Abilities

- Thorough knowledge of laws and regulations relating to economic development projects and activities.
- Knowledge of commercial real estate, small business development, and economic development strategies.
- Knowledge of regional and state economic conditions, development resources, and funding opportunities.
- Knowledge of marketing, branding, social media platforms, and digital communication tools.
- Ability to plan, organize, and administer economic development and small business development programs.
- Ability to communicate effectively, both orally and in writing.
- Ability to establish and maintain effective working relationships with associates, business representatives, government officials, and the public.
- Proficiency with Microsoft Office Suite, Outlook, internet research tools, and digital marketing platforms.

Qualifications

Bachelor's degree in business, marketing, communications, economic development, public administration, or a related field, and a minimum of five (5) years of experience in economic development, business development, marketing, municipal government, or a related field; or any equivalent combination of education and experience that provides the required knowledge, skills, and abilities.

Preferred Qualifications

- Experience working in municipal or quasi-governmental environments.
- Experience with downtown revitalization, placemaking, and destination marketing.
- Familiarity with social media platforms, digital marketing tools, and analytics.

- Experience coordinating business events, stakeholder engagement, and commercial corridor initiatives.

Special Requirements

- Some evening meetings and travel may be required.

SALARY

Salary Range - \$78,207.83 - \$105,736.64 - depending on experience.

Applications can be found on the Town's website,

<http://www.stratfordct.gov/page/human-resources> (under Employment Opportunities)

and should be submitted along with a resume (if available), to the Town of Stratford, Human Resources Department, 2725 Main Street, Stratford, CT 06615 or via email to:

humanresources@townofstratford.com.

The Town of Stratford is an equal opportunity employer. Female and minority candidates are encouraged to apply.