

City of Framingham
The City Council of Framingham



ORDER NO. 2023-004
REQUEST OF THE FINANCE SUBCOMMITTEE

UPON THE REQUEST OF THE FINANCE SUBCOMMITTEE, THE CITY OF FRAMINGHAM, THROUGH THE FRAMINGHAM CITY COUNCIL, IT IS SO ORDERED:

The Council votes to approve the compensation and classification of the following positions within the Planning Community Development and Conservation Department, as attached;

Economic Development Corporate and Business Outreach Manager, M8

Economic Development Specialist and Planner, M8

Trail and Conservation Land Manager, M5

YEAS: Alexander, Bryant, Cannon, King, Leombruno, Long, Mallach, Ottaviani,
Stefanini, Steiner, Stewart- Morales
NAYS: None
ABSTAIN: None
ABSENT: All members were present in person
PASSED IN COUNCIL: February 7, 2023

A True Record, Attest:

6/12/2023
Date Approved

Lisa A. Ferguson, City Clerk
Emily L. Butler, Assistant City Clerk

~~6/12/23~~
Date Approved

Charlie Sisitsky, Mayor

2023 FEB 14 PM 1:14



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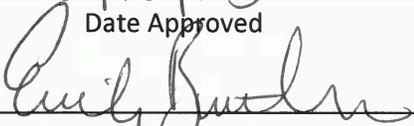
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Trail and Conservation Land Manager, M6

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NAYS: None
ABSTAIN: None
ABSENT: All members were present in person
PASSED IN COUNCIL: February 7, 2023

A True Record, Attest:

2/13/23

Date Approved


Lisa A. Ferguson, City Clerk
Emily L. Butler, Assistant City Clerk

2/14/23

Date Approved


Charlie Sisitsky, Mayor

NEW POSITION: Economic Development Corporation and Business Outreach Manager

POSITION: Economic Development Corporation and Business Outreach Manager

DIVISION: Planning and Community Development

SALARY: M8

HOURS: Monday, Wednesday & Thursday 8:30am to 5:00pm
Tuesday 8:30am to 7:00pm
Friday 8:30am to 12:30 pm
Hours per week: 37.5 (Plus occasional evening meetings and special events)

Statement of Duties: The Economic Development Corporation and Business Outreach Manager serves a key role in the Planning and Economic Development Division involving professional work advancing the City of Framingham's economic development activities, strategies and goals, recruiting and retaining businesses, increasing the commercial and industrial tax base, and interfacing with local community businesses, non-profits and other city departments to maintain economically-vibrant business districts to strategically position the City to compete regionally for economic development. This position reports to the Director of Planning and Community Development and works closely with the City's senior staff.

Essential Functions:

The essential functions and/or duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, and/or a logical assignment to the position.

1. Works to retain existing businesses and assist with expansion and other initiatives.
2. In coordination with the Director, plans, develops and executes the City's economic development initiatives, including cultural arts, tourism, and event planning.
3. Attends and participates in internal and external meetings, some of which may be before or after normal business hours.
4. Coordinates community outreach and public participation processes for economic development initiatives and related special events.
5. Serves as a contact for business development inquiries.
6. Plan, organize, coordinate, and facilitate special events, meetings, community forums, projects and other activities related to economic development and place making programs.
7. Promote and enhance city and community efforts through technical assistance, support and promotion including seeking grants and other funding and promotional opportunities.
8. Recruiting, managing, and directing volunteers to assist in the execution of City events, decorations, projects, etc.
9. Purchasing all supplies needed for events, including tents, sound equipment, movie projectors, items needed for fund raising, prizes for challenges, food and beverages, and any other items necessary for City events.
10. Coordinate all events in such a way that they are not rushed or require excess expense due to inadequate planning.
11. Cultivate strong working relationships with members of the media; monitors media coverage to assess areas of public interest and advocate for effective communications strategies
12. Cultivates community contacts and develop collaborative relations with members of the community and representatives of community groups.

13. Work collaboratively to create innovative tools and resources to support City services and projects that enable diverse and inclusive engagement and input.
14. Cultivates and maintains strong, professional working relationships with a range of community stakeholders to support economic development.
15. Collaborates with community partners, stakeholders and City staff to develop and promote goals and objectives contained within the City's Economic Development Action Plan.
16. Develops, promotes and utilizes resources such as special events, social media, web based applications and other tools to enhance development and utilization of existing business opportunities and community programs.
17. Updates and publishes relevant information utilizing web based applications and other tools as needed to promote goals and objectives of ongoing projects including available locations for sale or lease.
18. Engages local and state business representatives and pursues grant funding opportunities.
19. Participates in pre-development review meetings to facilitate regulatory and permitting requirements for applicants.
20. Provides a limited range of customer service assistance as needed to applicants throughout the permitting process of development projects.
21. Maintains city-wide database of economic development information including current businesses, business leads and key contacts.
22. Maintains a business development tracking system on leads, inquiries, requests and projects throughout full life cycle of proposals and pre-development activities and prepares reports on outcomes.
23. Researches analyses and trends, and prepares corresponding reports and recommendations related to strategic economic development.
24. Implements business attraction, retention and expansion programs.
25. Serves as a contact for businesses location/relocation searches.
26. Staffs Framingham Economic Development Corporation and coordinates their initiatives and activities.
27. Manages a customer relationship management system(CRM).

Recommended Minimum Qualifications:

Education and Experience:

Bachelor's degree with 5 years of equivalent experience is required. Master's Degree in Planning, Economic Development, Real Estate or related fields is strongly preferred.

Knowledge, Abilities and Skill:

Knowledge: Must possess knowledge of Massachusetts general laws and of the principle practices of public administration, and community and economic development. Knowledge of local, regional and area market conditions relative to economic development potential and opportunities. Knowledge of business planning and market analysis, economic, and business promotion.

Skills: Excellent verbal and written communication skills; Excellent interpersonal and collaboration skills.

Abilities: Ability to promote and develop marketing materials and strategies, ability to demonstrate a high level of resourcefulness, creativity, discretion, and negotiating skills. Ability to establish and maintain professional working relationships with staff and supervisors and deliver a high level of customer service to business owners, community stakeholders and City leaders. Ability to review leases, pro forma reports, and other legal/financial documents used in the field of real estate development, ability to maintain confidentiality, communicate effectively, multi-task, and prioritize.

Physical and Mental Requirements:

The physical demands described here 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 position's essential functions.

Physical Demands: Little or no physical demands are required to perform the work. Work effort is typical of a municipal office setting.

Supervisory Responsibility: No supervisory role is involved with this position.

Work Environment: The employee performs work in an office setting subject to frequent interruptions. On occasion, the employee may be required to work beyond normal business hours.

Occupational Risk: Risk exposure is similar to that found in a typical office setting.

Supervision Required: The employee carries out regular work under the supervision of the Director of the Planning and Community Development Division.

Please visit our website:

<https://ess.framinghamma.gov/MSS/employmentopportunities/default.aspx>

The City of Framingham is an Affirmative Action Equal Opportunity Employer.

NEW POSITION: Economic Development Specialist and Planner

POSITION: Economic Development Specialist and Planner

DIVISION: Planning and Community Development

SALARY: M8

HOURS: Monday, Wednesday & Thursday 8:30am to 5:00pm
Tuesday 8:30am to 7:00pm
Friday 8:30am to 12:30pm
Hours per week: 37.5 (Plus occasional evening meetings)

Statement of Duties: The Economic Development Specialist and Planner serves a key role in the Planning and Economic Development Division involving professional technical assistance to senior staff and elected and appointed officials; development of new planning procedures; preparing written project analysis; developing and managing data collection tools; and managing consultant contracts including scope-of-work and budgets. Duties also include facilitating and administering the City of Framingham's economic development activities, strategies and goals, recruiting and retaining businesses, increasing the commercial and industrial tax base, and working with multiple stakeholders to maintain economically-vibrant business districts to strategically position the City to compete regionally for economic development. This position reports to the Director of Planning and Community Development and works closely with the Planning and Community Development staff and the City's senior staff.

Essential Functions:

The essential functions and/or duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, and/or a logical assignment to the position.

1. Works to ensure Framingham is a forward-thinking, creative community that is welcoming to innovation and a diverse business community.
2. Establishes and maintains a working knowledge of available and potentially available commercial sites and opportunities.
3. Engages with current and potential property owners, businesses, and the real estate community. Builds relationships with the business community in and outside of Framingham to attract economic development to Framingham.
4. Solicits businesses in line with City master plans to encourage their location in Framingham.
5. Facilitates the implementation of economic development priorities as identified in City plans, policies and as assigned. Converts ideas into action plans to effectuate economic development outcomes.
6. Performs professional and administrative work for other projects as assigned.
7. Provides guidance related to development incentives, regulations, and application procedures.
8. Researches and creates reports to keep local officials informed of potential economic development issues, problems, trends, opportunities, and economic indicators.
9. Maintains and presents economic data on businesses and commercial real estate.
10. Addresses business and civic groups on economic development issues.
11. Builds a network of property owners, real estate agents and developers.
12. Assists in the development and maintenance of economic development messaging and targeted marketing materials via the Town website, social and other media.

13. Provides a range of customer service assistance as needed to applicants throughout the permitting process of development projects.
14. Participates in pre-development review meetings to facilitate regulatory and permitting requirements for applicants.
15. Recommends and assists with coordination of city capital improvements
16. Tracks development interest and success.
17. Attends and participates in internal and external meetings, some of which may be before or after normal business hours.
18. Coordinates and participates in related special events.
19. Serves as primary contact for business development inquiries.
20. Cultivates and maintains strong, professional working relationships with a range of community stakeholders to support economic development.
21. Reviews current policies and suggests adjustments and changes to relevant City staff.
22. Collaborates with community partners, stakeholders and City staff to develop and promote goals and objectives contained within the City's Economic Development Action Plan.
23. Updates and publishes relevant information utilizing web based applications and other tools as needed to promote goals and objectives of ongoing projects including available locations for sale or lease.
24. Engages local and state business representatives and pursues grant funding opportunities.
25. Maintains a business development tracking system on leads, inquiries, requests and projects throughout full life cycle of proposals and pre-development activities and prepares reports on outcomes.
26. Researches analyses and trends, and prepares corresponding reports and recommendations related to strategic economic development.
27. Implements business attraction, retention and expansion programs.

Recommended Minimum Qualifications:

Education and Experience:

- Bachelor's degree with 5 years of equivalent experience is required. Master's Degree in Planning, Economic Development, Real Estate, Business Administration, Marketing, Communications, Public Administration or related fields is strongly preferred.

Knowledge, Abilities and Skill:

Knowledge: Must possess knowledge of Massachusetts general laws and of the principle practices of public administration, and community and economic development. Knowledge of local, regional and area market conditions relative to economic development potential and opportunities. Knowledge of business planning and market analysis, economic, and business promotion.

Skills: Excellent verbal and written communication skills; Excellent interpersonal and collaboration skills.

- **Abilities:** Ability to promote and develop marketing materials and strategies, ability to demonstrate a high level of resourcefulness, creativity, discretion, and negotiating skills. Ability to establish and maintain professional working relationships with staff and supervisors and deliver a high level of customer service to business owners, community stakeholders and

City leaders. Ability to review leases, pro forma reports, and other legal/financial documents used in the field of real estate development, ability to maintain confidentiality, communicate effectively, multi-task, and prioritize. Ability to express oneself effectively in both oral and written form. Ability and desire to work with people of various cultural backgrounds. Strong problem-solving abilities, interpersonal skills, and diplomacy.

Physical and Mental Requirements:

The physical demands described here 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 position's essential functions.

Physical Demands: Little or no physical demands are required to perform the work. Work effort is typical of a municipal office setting.

Supervisory Responsibility: No supervisory role is involved with this position.

Work Environment: The employee performs work in an office setting subject to frequent interruptions. On occasion, the employee may be required to work beyond normal business hours.

Occupational Risk: Risk exposure is similar to that found in a typical office setting.

Supervision Required: The employee carries out regular work under the supervision of the Director of the Planning and Community Development Division.

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NEW POSITION: Trails and Conservation Land Manager

POSITION: Trails and Conservation Land Manager
DIVISION: Planning and Community Development
SALARY: M5

HOURS: Monday, Wednesday & Thursday 8:30am to 5:00pm
Tuesday 8:30am to 7:00pm
Friday 8:30am to 12:30pm
Hours per week: 37.5 (Plus occasional evening meetings)

Statement of Duties: The Trails and Conservation Land Manager performs support, supervisory and hands-on work maintaining Framingham City trails and conservation lands; monitors all federal, state and local laws and regulations. The Employee works with the Conservation Administrator as well as the Assistant Conservation Administrator. Additionally, the Employee engages the public in educational and recreational affairs as well as works collaboratively with other Framingham City Departments including Parks and Recreation and Department of Public Works.

Essential Functions:

The essential functions and/or duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, and/or a logical assignment to the position.

1. Under the direction of the Director of Planning and Community Development and Conservation Agent, maintains, protects, and improves all City trails and conservation land and conservation restricted properties held by the City; monitors the lands for compliance with federal, state and town laws and regulations.
2. Works with Police and Fire Departments, and other relevant departments to keep trails and conservation land safe through enforcement of trail and land use rules and regulations.
3. Organizes and directs activities of volunteers, seasonal employees, contractors, and any interns on trails and conservation land.
4. Manages visitor access to trails and conservation land including monitoring, developing, marking and clearing of paths and trails, developing ADA-compliant trails, creating and updating maps, and improving such visitor amenities as kiosks, signage and parking.
5. Prepares and implements Land Management Plans for conservation land and Trail Management Plans for trails. Work governed by these plans includes invasive plant control, habitat restoration, inventorying biodiversity, mowing, field and trail renovation, dam maintenance, and scenic vista maintenance.
6. Under direction of the Director of Planning and Community Development and Conservation Agent, develops and reviews Land and Trails Management policies, prepares annual Land and Trails Management budget, and seeks out and applies for grants and other funding opportunities.

7. Supports the Conservation Agent and Commission in inspecting and assessing potential land donations, purchases and conservation restrictions; may meet with landowners as required; support preparation of Baseline Documentation Reports.
8. Works with the Director of Planning and Community Development, and other relevant City staff, to monitor and update the Open Space and Recreation Plan.
9. Performs a range of land management activities including but not limited to greeting and interacting with visitors to conservation lands, mowing, planting, management of invasive plant species, restoring plant and wildlife habitats, parking lot maintenance, trail clearing, and overseeing the work of seasonal crew members.
10. Performs a range of maintenance duties including, cleaning of equipment, parking lot upkeep, and raking of gravel and dirt trails.
11. Supervises the summer seasonal Land Management Crew Members, providing work tasks and setting seasonal goals for the crew in coordination with the Conservation Administrator and Assistant Conservation Administrator. Many of the interactions with the crew are in the field, on location.
12. Collaborates with other departments within the City of Framingham such as the Department of Public Works and the Department of Parks and Recreation on various projects as needed

Recommended Minimum Qualifications:

Education and Experience:

Bachelor's Degree in Botany, Forestry, Natural Resources Management, Environmental Science or a related field.

Experience working outside in all weather conditions with some experience in interacting with the public in a professional setting.

Preferred additional experience: Previous experience in supervising a small group while performing Conservation or Park Land Management tasks.

Knowledge, Abilities and Skill:

Knowledge: One year of progressively responsible experience in natural resources conservation/management.

Skills: Excellent verbal and written communication skills; Excellent interpersonal and collaboration skills. Practical experience in the use of GIS and GPS software tools.

Abilities: Experience in the operation and maintenance of land management equipment to include but not limited to tractors, mowers, brush cutters, chain saws, and pruning tools, etc.

Physical and Mental Requirements

The physical demands described here 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 position's essential functions.

Physical Skills: Moderate physical demands are required to perform the essential functions of the position. Work effort principally involves walking to perform work tasks, with intermittent periods of stooping, sitting, kneeling, twisting, and reaching with hands and arms, and significant periods of time either crouching or standing. There may also be some occasional lifting and carrying of objects up to 30 pounds. Employee may be required to walk several miles over uneven terrain during the course of the day to perform job duties.

Motor Skills: Position requires the application of basic motor skills for activities including but not limited to operating a motorized vehicle, lawn mower, weed whacker, vegetation pruning tools, and watercrafts.

Visual Skills: The employee is required to constantly be outside in all-weather which may include instances of glare or harsh sunlight.

Confidentiality: In accordance with the State public relations law, employee has access to confidential information of the department such as client and department records.

Accountability: Consequences of errors or poor judgment may include injury to persons or equipment. Employee is accountable to the actions of the seasonal conservation crew, including health and safety requirements.

Judgment: Numerous standardized practices, procedures or general instructions govern the work performed and in some cases may require additional interpretation. Judgment is needed to locate, select and apply the most pertinent practice or procedure, regulation or guideline.

Complexity: The work consists of a variety of duties which generally follow standardized practices, procedures, regulations or guidelines. The sequence of work and/or the procedures followed vary according to the nature of the assignment and/or the information involved, or sought, in a particular situation.

Work Environment: Employee may be required to perform various field work in all weather conditions, and may be required to work beyond normal business hours occasionally. Employee provides field supervision of seasonal conservation crew throughout summer season and related seasonal weather conditions.

Nature and Purpose of Relationships: Relationships are primarily with co-workers and the public. More than ordinary courtesy, tact and diplomacy may be required to resolve complaints or deal with uncooperative or uninformed persons.

Occupational Risk: Duties of the job present a small risk of injury to the employee. Risk exposure is similar to that found in various field work tasks during the summer months including exposure to extreme weather conditions, ticks, and poison ivy.

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