

PART I	DEPARTMENT OF PERSONNEL SERVICES	2.837
	STATE OF HAWAII	2.838
.....		2.839

Class Specifications  
for the

ECONOMIC DEVELOPMENT SPECIALIST SERIES

Series Definition:

This series includes positions the duties of which involve supervising and participating in planning, developing and implementing economic development programs and activities.

Positions within this series are concerned with the following process: (a) They identify opportunities for the establishment of new businesses and industries, the expansion of existing businesses and the attraction of business and industry to Hawaii within general state policy guidelines (i.e., industries should be nonpolluting, should diversity the economy, create a need for skilled labor, etc.), and the development and implementation of promotional programs to encourage business development within these opportunity areas. (b) As industries, businesses and/or production expand and develop, they promote the organization of trade associations among individual businesses to improve or set up channels of distribution, to develop product promotion programs, and to formulate strategic marketing plans. As necessary they also assist and advise in the establishment of corporatives. (c) As the industry becomes established and stable, they work with existing manufacturers or trade associations and corporatives to continue to develop and improve product promotional efforts, promote continued expansion, advise on new product lines, packaging, etc., in light of new consumer trends, competitive relationships and marketing techniques and the like. Ultimately an industry may be so well established and stable that assistance from the State is not required.

Given below are descriptions of the nature of work in significant areas of activity:

Research: Because of the specialized nature of the work and lack of substantial sources of information regarding local marketing to be found elsewhere, detailed use of statistics and substantial efforts in obtaining valid primary information are necessary. Examples of research conducted include the use of regression analysis in demand estimation, preparation of probability models, pricing analyses, determinations of marketing cost, cost and profit models and test marketing.

Development of Business Opportunities: The work involves the identification of potentials for business development and expansion including conducting

business feasibility studies, identifying advantages for business development in the State in competition with other areas on the mainland and foreign countries, keeping current with existing laws, regulations and tax incentives conducive to establishing business in Hawaii, determining effective methods for the attraction of business to Hawaii, for the expansion of existing business and for the establishment of new businesses, and developing and carrying out promotional efforts to attract or promote new businesses or to expand existing businesses.

Assisting in the Establishment of Trade Associations and Corporatives: The work includes promoting the establishment of associations and corporatives by meeting with producers or manufacturers individually or in groups to promote the concept, point out the advantages of establishing such entities, and assist in their establishment. For corporatives, this includes advising on management and operations, financial and budgeting arrangements, and rules of organization and incorporation, projecting sales and expenses and advising on all aspects of marketing such as pricing, distribution, advertising, shipping and storage, etc., and otherwise assisting in establishing the corporative's economic viability. In addition to advising corporatives on the distribution and disposition of funds, positions review actual expenditures to ensure compliance with terms and conditions of existing agreements, State laws and ethical standards when partial or full State funding is provided for management expenses, equipment or facilities.

Providing Technical Assistance to Trade Associations and Corporatives: Positions provide continuing technical advice and assistance to established trade, producers/manufacturers associations and corporatives including identifying the need for market and product development assistance, monitoring and evaluating the existing marketing system, implementing the strategic marketing plan, development product promotion programs and budgets and implementing and evaluating promotional programs. They also advise on expansion opportunities and sources of venture capital as well as new product lines, packaging and related matters to take advantage of new and changing consumer trends and marketing techniques. Where partial or full State funding is available for promotional campaigns, positions in this series are required to negotiate and develop promotional agreements, develop the budget, oversee its implementation, monitor expenditures, and administer the promotional agreements.

The work requires knowledge in depth of all aspects of marketing; production; pricing; advertising media techniques and promotions; distribution structure and trends; competitive relationships; business financing and credit practices; trade restrictions and controls; the establishment, structure and operation of product promotion organizations;

industrial and agricultural development techniques; statistical research methods and techniques; business management principles; sources of information on a variety of businesses and socioeconomic information; state, national and foreign economic trends and trends in economic development.

Positions in this series differ from those allocated to the Economist series in terms of the basic objectives of the work and the types of activities actually performed. Positions in the Economist series are concerned with, within formal statistical methodology, the establishment, validation and interpretation of economic facts so as to develop insights and understanding of the complex inter-relationships of economic activity. Positions in this series also conduct research on business and economic activities but it is concerned with economic development, developing marketing systems, developing product promotional campaigns and identifying opportunities for expansion or investment. Positions in this series also are responsible for actually carrying out these plans personally (or by arranging for contractual services) and for providing technical advice and assistance to marketing organizations. Program functions, objectives, working relationships of positions, knowledge and abilities required and career development patterns are also indicators to be considered in determining allocation to either series.

Levels in this series are determined by the nature and variety of work, scope and complexity of assigned duties and responsibilities, originality required, nature and purpose of person-to-person relationships, guidelines available, supervision given and received, nature and scope of recommendations, decisions, commitments made and knowledge and abilities required.

-----

This is the first specification for the new series ECONOMIC DEVELOPMENT SPECIALIST.

DATE

APPROVED:

9/22/80

/s/ Donald Botelho

DONALD BOTELHO

Director of Personnel Services

Note: The class, Economic Development Specialist VII, 2.840, was deleted effective October 17, 2011. No other changes were made to the specification.

ECONOMIC DEVELOPMENT SPECIALIST IV  
(ECONOMIC DEVELOPMENT SPCLT IV)

2.837

Duties Summary:

Participates in the development of programs promoting Hawaii's products and the identification and development of programs to encourage the expansion of business and the attraction of new business to Hawaii; conducts research and analyses on a wide variety of topics associated with economic development; prepares reports of findings and recommendations and performs other duties as required.

Distinguishing Characteristics:

This class reflects responsibility for participating in the development of specific projects and programs to promote Hawaii's products on the mainland and in foreign countries, conducting research and performing analyses associated with the development of such programs and for the purpose of identifying opportunities for new businesses or the expansion of existing businesses in Hawaii, and participating in developing promotional programs for business expansion purposes.

Economic development projects assigned at this level involve independently planning specific activities pertaining to large and/or multi-industry campaigns coordinated by a higher level specialist. For example, positions may plan a trade show for a mainland promotion of a number of made-in-Hawaii products. Such moderately complex assignments typically are short-term, for a specific purpose, guidelines are available for basic administrative and logistical requirements and precedents are available so that the requirement for promoting support for the concept is not extensive.

There is a requirement for originality in devising effective and creative presentations, however, Assignments also include monitoring and evaluating the continued effectiveness of established marketing systems and product promotion efforts and recommending improvements thereto, and assisting higher level specialists in carrying out plans for projects by providing administrative support such as making cost estimates for planned activities, developing a budget for a promotional program as directed, or providing logistical support during campaigns.

The work also involves planning and independently conducting research on all aspects of both industrial and agricultural commodities and products including various aspects of production, transportation, finance, marketing, resource requirements (including land, capital, labor, water, energy and related factors), compiling and evaluating available information regarding the economy of each county and the State as a whole, and identifying trends, opportunities and adverse developments. Research

performed for major economic and product development and promotion projects is typically performed in support of higher level specialists responsible for the overall program and for the integration and use of findings for the development of the program.

However, positions in this class have responsibility for developing and adapting, as required, appropriate subject matter research methods and for determining the use of appropriate statistical methods and techniques and are responsible for the validity and technical soundness of research results. Due to the unknown nature of certain of the areas of study and/or lack of established data-gathering sources or difficulty in obtaining primary information, judgment is required in identifying indirect sources which can be used to derive the appropriate data.

A position in this class works under the general supervision of a higher level economic development specialist. The supervisor outlines the scope and objectives of the assignments given and within this framework positions are expected to independently plan and carry out the work. Guidance is available where unusual difficulties or complex problems arise but at this level positions are technically responsible for the validity of research and statistical methods used. Review of research is for the adequacy and validity of data, (particularly if indirect sources are used for economic development projects and activities) for completeness and soundness of conclusions and recommendations.

Examples of Duties:

Conducts studies and analyses of industries, products and commodities including a variety of aspects such as production, transportation, finance, marketing and resource requirements such as land, capital, labor, water and energy requirements; compiles and evaluates economic data on industry and agricultural enterprises and on the counties and State as a whole to be used for marketing and promotional programs and to identify trends, opportunities and adverse developments; prepares reports of findings, conclusions and recommendations and explains study results to other staff, industry groups and others; participates as a team member on highly complex and unusual research projects; responds to inquiries regarding various local industries or products or general information about business in Hawaii; develops plans for specific product promotion projects and activities; determines appropriate methods of presentation; prepares and discusses plans and proposals with supervisors and interested product promotion groups; develops a proposed promotion budget and carries out and/or coordinates necessary arrangements; assists higher level specialists by providing administration and logistical support for major campaigns; participates in evaluating the effectiveness of completed promotional efforts; monitors the continuing effectiveness of existing marketing systems for a stable, established industry by collecting information and conducting analyses of trends and conditions; participates in reviewing legislative bills and resolutions on industry development and product

promotion matters and drafts testimony or comments as appropriate; and may draft contracts for promotions and consultant services.

Knowledge and Abilities Required:

Knowledge of: Principles and theories of marketing; advanced research and statistical methods and techniques, techniques of business feasibility and marketing analysis; report writing; familiarity with governmental organization, programs and functions as they relate to economic development and business; economic resource materials and sources.

Ability to: Plan and execute statistical research projects independently; develop and modify research methods and techniques; analyze data; interpret research findings and conclusions to others; prepare clear and concise written reports; communicate effectively orally; work effectively with others; apply theories and principles of marketing and economic development.

ECONOMIC DEVELOPMENT SPECIALIST V  
(ECONOMIC DEVELOPMENT SPCLT) V

2.838

Duties Summary:

Conducts research and analysis and develops promotional and industrial expansion programs for industries and commodities; makes recommendations on mainland and foreign marketing of assigned commodities or industries; identifies opportunities for the expansion of existing businesses; assists in the development of marketing organizations and participates in the promotion of effective relationships with retailers, wholesalers and others; and performs other duties as required.

Distinguishing Characteristics:

This class reflects responsibility for the performance of varied, complex economic development activities. The scope of work includes the independent development of promotional programs and campaigns for the promotion of local products; the identification of opportunities for the establishment of new business or industry, the expansion of existing businesses and the attraction of business and industry to Hawaii and the conduct of research in support of such activities. Assignments at this level are limited in the number of variables with which the incumbent contends in comparison with those of positions at the next higher level. For example: 1) assignments to large industries or commodities (e.g., papaya or garment manufacturing) with substantial impact on the State's economy may be made where

there is a stable development picture (i.e., the industry is fairly well established), marketing systems have been established or comparable applicable systems are available for study, corporative associations with which the positions must work are well established and fairly stable, and there is available fairly adequate information regarding the industry or commodity; 2) assignments including more variables are conditioned by the size and scope of the industry/commodity with which the incumbent has to deal; i.e., small industries which are in the process of establishment and development requiring extensive promotional work are typically limited in potential growth due to various factors such as the smaller size of the market demand due to the nature of the product or commodity, current low supply availability due to the state of technology, the availability of suitable resources (e.g., special types of land required for cultivation), and lack of labor or labor-intensive requirements, etc.

Positions work with individuals and groups of manufacturers or producers to promote their forming corporatives or associations and to assist in establishing trade or manufacturers/producers associations, to determine the need for market and product development assistance, to develop product promotional programs and budgets and to implement and monitor such programs and conduct research.

A position in this class is under the general supervision of a higher level economic development specialist. An incumbent of a position in this class is expected to work independently in establishing and maintaining work relationships; formulating work plans and methods; conducting complex research and analysis; planning, developing, recommending and implementing promotional campaigns and business expansion programs. Final reports and results are reviewed for applicability to administrative decisions and the technical soundness and completeness. Positions are required to use judgment in determining the need for and developing appropriate promotional campaigns and in conducting research and analysis. A position may participate as part of a team in a large, highly complex and unusual research project headed by a senior economic development specialist and also may be assigned to supervise lower level, less experienced specialists. Personal contacts are maintained for the purpose of promoting the service and local products, securing information and data on marketing potential and the effectiveness of marketing efforts, and advising and assisting associations and corporatives in developing marketing systems.

Examples of Duties:

Conducts studies and analyses on a wide variety of products and commodities including economic studies and analyses of local products and industries to evaluate their economic potential and constraints, identify development strategies, the most effective methods of marketing local products, and sources of expertise and funds as needed; recommends courses of action to maximize development opportunities

including new product lines, improvements in merchandising techniques and other activities; meets with private firms, trade, associations, producer/manufacturer associations and others to plan product promotional programs; identifies objectives, activities to be carried out, costs and means of financing projects; makes arrangements to obtain administrative services and other support required to ensure that funds will be available and that payments are made on time; initiates action to obtain consultants and other contractual services as required; serves as departmental liaison in monitoring the contracts; makes arrangements for facilities and other logistical details required in carrying out the project; promotes cooperation and participation necessary to carry out the project among a variety of interested parties involved; participates in drafting legislative proposals dealing with various aspects of industry development and product promotion; participates in reviewing bills and resolutions and drafting comments or testimony as required; may attend legislative hearings as a resource person; may participate in drafting new rules and regulations to implement new legislation or to update existing rules and regulations; meets with groups of interested parties to explain and promote the services of the program.

Knowledge and Abilities Required:

Knowledge of: Principles and theories of marketing management including pricing, distribution and sales organization, advertising media and promotion, marketing research, and competitive relationships; general knowledge of business financing and credit practices; general knowledge of trade restrictions and controls; operations and structure of product promotion organizations; industrial and agricultural development techniques; advanced statistical research methods and techniques; business planning and management principles; sources of information on economic and business subjects; State economic trends; public relations; supportive governmental programs available to businesses.

Ability to: Plan, organize and independently conduct complex research on business and economic subjects; apply theories and principles of marketing and industrial and agricultural development; identify marketing needs of various products and commodities and develop effective plans for the resolution of problems in the area; conduct marketing activities relevant to the goals of marketing organizations; establish and maintain effective working relationships with others; analyze problems objectively and apply various techniques of their solution; speak and write effectively and persuasively; and to inspire confidence in the programs and services provided among business leaders; maintain an awareness of mainland and foreign marketing conditions and trends; prepare comprehensive reports based on research findings; identify and recommend economic development programs.

ECONOMIC DEVELOPMENT SPECIALIST VI  
(ECONOMIC DEVELOPMENT SPCLT VI)

2.839

Duties Summary:

Conducts research and analysis and develops product promotional and business expansion programs for highly complex industries and products; makes recommendations on all aspects of mainland and foreign marketing; identifies and develops opportunities for the expansion and development of business; promotes new businesses and attracts business to Hawaii; advises and assists in the development of marketing organizations; develops and promotes effective relationships with retailers, manufacturers, producers, wholesalers, brokers and others; and performs other duties as required.

Distinguishing Characteristics:

This class reflects responsibility for the performance of the most complex economic development activities for a wide variety of industries and/or products characterized by a high development potential, the need for substantive expert research because of the unknown nature of the market and lack of information regarding production capability, the extent of investment and related factors, the lack of an appropriate or existing marketing system and methodology, the lack of a viable trade association or corporative, and a high degree of fragmentation within the industry. The scope of work includes assisting groups of manufacturers or producers in establishing corporatives by advising on financing, accounting systems and budgeting, management and operations, marketing and pricing structure to be used, preparing projections to forecast sales and expenses, and otherwise assisting in ensuring the corporative's economic viability. Where State funds are provided for corporatives' management, equipment, promotions, and/or facilities, a position in this class advises on their disposition and monitors and reviews actual expenditures to ensure appropriateness and conformance with terms and conditions of existing agreements, State laws and ethical standards. The work includes responsibility for team leading for large, highly complex and unusual research projects and for planning developing, coordinating and carrying out trade development missions, seminars and workshops.

A position at this level is typically given very broad continuing assignment areas such as responsibility for product promotions and business development work for all agricultural produce (e.g., vegetables and fruits) or for all other agricultural products (e.g., nursery and cut flower products) or all manufactured items. However, assignments include work in all areas such as in leading multi-industry promotional campaigns.

A position in this class works under the general supervision of the chief of the industry development and product promotion branch. The incumbent of a position in this class is expected to work independently in establishing and maintaining work relationships, formulating work plans and methods, conducting highly complex research and analysis and other functions. Written departmental guidelines are not Available and are developed and recommended as necessary by an incumbent in this class. Work plans for the promotion of products, promotion of business opportunities and for the advising in the establishment of corporatives including budgets allotted for such activities are developed independently and subject only to review for conformance with administrative requirements.

The scope and potential impact of the programs assigned and developed by positions in this class require extensive liaison and coordination with a large number of interested producers, manufacturers, wholesalers, representatives of other concerned governmental and private agencies and others. Personal contacts are maintained for the purpose of promoting the service, promoting local products and securing information and data for the development of plans, determining the effectiveness of efforts, providing technical advice, justifying recommendations as necessary to corporatives and associations to secure their cooperation and gaining acceptance of programs, processes and techniques recommended. At this level incumbents are regarded as expert consultants on marketing and marketing systems, and in the business arrangements required in the establishment of corporatives and associations.

Examples of Duties:

Plans, organizes and conducts research and analyses on a wide variety of subjects in marketing, capitalization, finance, merchandising and related topics to evaluate economic potentials and constraints, formulate development strategies, and produce comprehensive reports on investment opportunities for the State; works with groups of manufacturers and producers to assist them in formulating corporatives or trade associations, determining the need for market and product development assistance, developing strategic marketing plans, developing product promotion projects and budgets; implements and monitors product promotion programs and determines their cost effectiveness; provides advice on all areas of marketing; reviews all expenditures which are partially or wholly funded by the State to ensure compliance with terms and conditions of existing agreements, State laws and ethical standards; keeps current with manufacturing, competitive relationships, supply and other projections; identifies and encourages growth techniques; advises in the establishment of corporatives including, if necessary, preparing articles of incorporation and by-laws, advising on management and organizational structures, personnel requirements, financial and budgeting requirements, etc.; maintains a large background of information reflecting the history, growth and potential for each assigned commodity, product and/or

industry; advises corporatives and trade associations of marketing or operating opportunities including sources of investment and venture capital; meets with groups or individual producers or manufacturers to promote and encourage their participation in or establishment of trade associations or corporatives for the establishment of regular channels of distribution, promotional programs and other joint activities; plans and coordinates large scale multi-industry or multi-product promotional campaigns; identifies new and changing consumer trends or marketing techniques and recommends new product lines, packaging and other changes to take advantage of these new developments; prepares promotional contracts between associations and/or corporatives and the State to reflect the interests of both parties; monitors contracts to ensure that established goals and objectives are met effectively and economically; maintains a knowledge of advantages for business development pertinent to the State and uses these advantages to attract new business and industries to the State; determines effective methods for attracting national and multinational corporations to locate business and operations within the State; develops and carries out programs to attract new and expand existing businesses including developing or promoting activities such as venture capital missions to Hawaii, development seminars, workshops or meetings, missions to the mainland, trade shows, etc.; participates in drafting legislative proposals dealing with various aspects of industrial development and product promotion; participates in reviewing bills and resolutions and preparing testimony or comments as applicable; participates in drafting rules and regulations to implement new legislation and in amending existing rules and regulations; may attend legislative hearings as a resource person; meets with groups of interested parties to explain and promote the services of the program.

Knowledge and Abilities Required:

Knowledge of: In addition to the knowledge required at the next lower level, this class requires in-depth knowledge of all aspects of marketing (as identified at the next lower level); business including corporative financial, credit management and planning practices; trade restrictions and controls; the establishment, structure and operations of product promotional organizations including corporatives; state, national and foreign economic trends; trends in economic development; and of a wide variety of products and production materials, resources and characteristics, processing methods and facilities and consumer demands for local products.

Ability to: In addition to the abilities required at the next lower level, this class requires the ability to plan, organize, direct and participate in highly complex and unusual research projects requiring coordination of the work of others.