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**Modified Effective: December 1964**  
**Modified Effective: March 12, 2000**  
**Modified Effective: October 8, 2000**

**STATE OF WISCONSIN  
CLASSIFICATION SPECIFICATION**

**ECONOMIC DEVELOPMENT CONSULTANT**

**I. INTRODUCTION**

A. Purpose of This Classification Specification

This classification specification is the basic authority under Wisconsin Administrative Code ER 2.04 for making classification decisions relative to professional positions located at the Department of Agriculture, Trade and Consumer Protection, Department of Commerce, and Department of Tourism which are responsible for promoting the economic growth in the State of Wisconsin. These positions meet the definition of “management” contained in s. 111.81(13), Wis. Stats. This classification specification is not intended to identify every duty which may be assigned to positions but is intended to serve as a framework for classification decision making in this occupational area.

Classification decisions must be based on the “best fit” of the duties within the existing classification structure. The “best fit” is determined by the majority (i.e., more than 50%) of the work assigned to and performed by the position when compared to the classification concepts and definition of this specification or through other methods of position analysis. Position analysis defines the nature and character of the work through the use of any or all of the following: definition statements; listing of areas of specialization; representative examples of work performed; allocation patterns of representative positions; job evaluation guide charts, standards, or factors; statements of inclusion and exclusion; license or certification requirements; and other such information necessary to facilitate the assignment of positions to the appropriate classification.

B. Inclusions

This classification specification encompasses professional positions located at the Department of Agriculture, Trade and Consumer Protection, Department of Commerce, and the Department of Tourism responsible for developing and managing the State’s business expansion, economic growth, international export, and/or foreign investment for the purpose of expanding and/or maintaining the State’s economy through the creation and retention of jobs and business in Wisconsin. Positions in this classification must meet the definition of professional employee, as defined in s. 111.81(15), Wis. Stats.

C. Exclusions

Excluded from this classification are the following types of positions:

1. Positions which do not meet the statutory definition of management, as defined in s. 111.81(13), Wis. Stats.
2. Positions which do not meet the statutory definition of professional, as defined in s. 111.81(15), Wis. Stats.

3. Positions which, for a majority of the time, perform marketing and promotional activities such as target market research, trade show preparation/attendance and development of advertising materials/publications, etc. for the promotion for state services, products, programs, facilities, activities, or agricultural commodities with international scope or domestic and national market development programs and are more appropriately classified as Marketing Specialist or Agricultural Marketing Consultant.
4. Positions which, for a majority of the time, perform professional work related to the administration of grants or contracts and are more appropriately classified as Grants Specialist or Contracts Specialist.
5. All other positions which are more appropriately identified by other classification specifications.

D. Entrance Into This Classification

Entrance into this classification is by competitive examination.

## II. DEFINITION

### **ECONOMIC DEVELOPMENT CONSULTANT**

This is professional work with responsibilities for developing and managing the State's economic growth, international export opportunities, and/or foreign investment programs by stimulating interest in foreign investments in Wisconsin for the purpose of expanding and/or maintaining the State's economy through the creation and retention of jobs and businesses in Wisconsin. Job duties include analyzing the legislative mandates for economic development programs; developing a close working relationship with businesses, community, and other interested organizations, state agencies, government leaders, federal agencies, foreign business leaders, and/or foreign government leaders; performing extremely complex in-depth feasibility research and analysis studies on Wisconsin business start up, expansion, information about foreign countries, and/or for foreign countries; understanding and explaining United States and Wisconsin taxes, tariffs, business regulations, and/or the regulations in individual foreign countries; acting as an economic consultant for the agency, state legislature, and Governor's office; advising businesses as to the availability and means of accessing financial and other assistance programs, plant locations, building sites, operational plans, environmental statements, transportation, packaging, logistics, etc.; and performing other related duties which can include attending trade or catalog shows, developing export training programs, and making presentations. Positions may be responsible for specific geographic locations, such as South America or China, and/or may be responsible for a specific industry area, such as manufacturing, cutting edge technologies, agriculture, minority businesses, etc.

#### **Representative Positions :**

Agriculture, Trade and Consumer Protection (DATCP), Division of Marketing, Bureau of International Agricultural Exports: Responsible statewide for stimulating the State's economy, increasing exports of all Wisconsin food and agricultural products, and creating foreign interest in relocating businesses to Wisconsin from abroad; participating or leading the planning, implementation, training, and evaluation of DATCP's various economic development programs; developing economic programs which include analyzing legislative mandates, developing statewide systems and networks, researching and identifying training or educational needs of Wisconsin agribusiness companies; and recommending policy or operating procedures for new and existing programs. Positions serve as an expert for their assigned portfolios and will provide consultative services to other state agencies, government officials, other program staff, and the industry. Positions work to create state, national, and international networks to

stimulate interest in foreign investment in Wisconsin and to increase state exporting opportunities by developing alliances with businesses, government leaders, and other state agencies; and providing consultative services regarding a variety of regulations, taxes, tariffs, financial assistance, etc. Positions also perform related professional level work such as identifying export-ready agribusiness companies and/or cooperatives, creating and delivering training programs to assist agribusiness companies and cooperatives in expanding agricultural exports, and developing economic campaigns.

Department of Commerce, Division of International and Export Services: Responsible for stimulating the State's economy; increasing exports of all Wisconsin industrial, hi-tech, and service firms; creating foreign interest in relocating businesses to Wisconsin from abroad; participating or leading the planning, implementation, training, and evaluation of Commerce's international development programs; developing economic programs which include analyzing legislative mandates, developing statewide systems and networks, and researching and identifying training or educational needs of Wisconsin companies; and recommending policy or operating procedures for new and existing programs. Positions provide consultation and assistance to the Governor, other state agencies, government officials, and state trade associations. Positions work to create state, national, and international networks to stimulate interest in foreign investment in Wisconsin and to increase state exporting opportunities by developing alliances with businesses, government leaders, and other state agencies; and provide consultative services regarding a variety of regulations, taxes, tariffs, financial assistance, etc. The positions also perform related professional level work such as identifying export-ready companies, creating and delivering training programs to assist companies in expanding exports, and coordinating governor-led trade missions.

Department of Commerce, Division of Economic Development: Highly responsible professional work involving a variety of activities designed to promote the economic growth of Wisconsin. Positions work to increase business development and employment opportunities for persons with disabilities and minority group members. The positions foster the startup and development of businesses and provide education and technical assistance through the Business Development Initiative (BDI) and other Venture Grant Programs; encourage the relocation, retention, and expansion of existing industrial, distribution, service, retail, and commercial facilities in and to the state to create and retain job opportunities; assist businesses by developing feasibility studies and business plans, obtaining funds, and underwriting loan requests for bureau debt financing programs; and provide resource information, consultation, and assistance to business owners, CEO's and other business decision makers, entrepreneurs, department managers, the Governor, legislators, targeted communities, and community development leaders. The positions provide advice on the processes and procedures in developing an effective local economic development program and provide information to localities on economic development programs available from the local, state, and federal governments as well as those available from quasi-public, quasi-private, and private sources.

Department of Tourism, Bureau of Media and Industry Services: Responsible for a wide variety of activities designed to promote tourism in Wisconsin by providing consultation, and advising and assisting chief executives and top managers of tourism businesses as well as local economic, community, and tourism development leaders; encouraging businesses to expand or develop new facilities in the state; and assisting local, county, community officials, groups, and statewide organizations to develop and promote tourism sites, attractions, and events.

### III. QUALIFICATIONS

The qualifications required for these positions will be determined at the time of recruitment. Such determinations will be made based on an analysis of the goals and work activities performed and by an identification of the education, training, work, or other life experience(s) which would provide reasonable assurance that the knowledge and skills required upon appointment have been acquired.

**IV. ADMINISTRATIVE INFORMATION**

This classification was created January of 1960 and was modified in December of 1964 in order to describe positions which perform a variety of duties designed to promote economic growth in the State of Wisconsin. The classification specification was modified effective March 12, 2000, and announced in Bulletin CLR/SC-109, in order to update and re-format the classification specification.

The classification specification was modified effective October 8, 2000, and announced in Bulletin CLR/SC-121, in order to update the classification specification by including positions performing similar duties and which are located at the Department of Agriculture, Trade and Consumer Protection.

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