

ORDINANCE NO. 25-88

INTRODUCED BY: Mr. Smith

AN ORDINANCE ADOPTING A JOB DESCRIPTION FOR THE POSITION OF BUSINESS DEVELOPMENT DIRECTOR IN AVON LAKE REGIONAL WATER AND ESTABLISHING THE QUALIFICATIONS AND DUTIES FOR SAID POSITION.

WHEREAS, it has been recommended by the Avon Lake Municipal Board of Utilities and the Human Resources Committee that a job description for the position of Business Development Director in Avon Lake Regional Water be adopted.

NOW, THEREFORE, BE IT ORDAINED BY THE COUNCIL OF
THE CITY OF AVON LAKE, STATE OF OHIO:

Section No. 1: That the specifications, responsibilities, and duties applicable to the position of Business Development Director in Avon Lake Regional Water shall be as shown in the job description, a copy of which is attached hereto and made a part hereof.

Section No. 2: That it is found and determined that all formal actions of this Council concerning and relating to the adoption of this Ordinance were taken in an open meeting of this Council, and that all deliberations of this Council and any of its committees, which resulted in such formal actions, were in meetings open to the public in compliance with all legal requirements, including Section 121.22 of the Ohio Revised Code.

Section No. 3: That this Ordinance shall be in full force and effect from and after the earliest period allowed by law.

1st reading: 4/28/2025

2nd reading: 5/12/2025

3rd reading:

PASSED: 5/27/2025

/s/ Jennifer G. Fenderbosch
Council President

POSTED: 5/30/2025

APPROVED: 5/28/2025

ATTEST: /s/ Valerie E. Rosmarin
Clerk of Council

/s/ Mark A. Spaetzel
Mayor

Job Title: Business Development Director

Organization: Avon Lake Regional Water

Immediate Supervisor: Chief Utilities Executive

Positions Supervised: Engineering Services Manager, Facilities & Asset Manager, Business & Financial Coordinator

FLSA Status: Exempt

Bargaining Unit: N/A

Civil Service Status: Unclassified

GENERAL RESPONSIBILITIES:

This senior leadership role is responsible for overseeing system expansion, capital project planning, business growth, and financial sustainability to ensure continued high-quality water and wastewater services for the service area. The Business Development Director will drive infrastructure development, foster regional partnerships, and align business objectives with Avon Lake Regional Water's mission and regulatory requirements.

GENERAL QUALIFICATIONS:

1. Bachelor's degree in Business Administration, Public Administration, Engineering, Urban Planning, or a related field is required. Master of Business Administration or similarly related graduate degree preferred.
2. 10-plus years of experience in utility management, planning, economic development, and/or business strategy.
3. Experience in capital project planning, infrastructure development, and financial analysis.
4. Familiarity with regulatory agencies such as the United States EPA, Ohio EPA, Jobs Ohio, and Team NEO.
5. Possession of a valid driver's license with an acceptable driving record.

SPECIFIC DUTIES

Under limited supervision from the Chief Utilities Executive, shall perform a variety of technical and routine tasks, including but not limited to:

Strategic Planning & Business Development

- Develop and implement long-term growth strategies for Avon Lake Regional Water, including system expansion and regional collaboration.
- Identify and pursue economic development opportunities, including partnerships with municipalities, businesses, and developers.

- Oversee water and wastewater service agreements and negotiations with external entities.
- Analyze demographic, economic, and infrastructure trends to inform business and capital planning decisions.
- Identify and recruit potential management candidates for expanding organization.

Infrastructure & Capital Project Planning

- Lead the development of master plans and capital improvement programs to ensure the long-term reliability and efficiency of water and wastewater systems.
- Collaborate with engineering and operations teams to assess infrastructure needs and prioritize investments.
- Identify opportunities and secure funding for major projects through grants, loans, and alternative financing mechanisms.
- Ensure capital projects align with regulatory requirements, customer needs, and ALRW goals.

Financial & Economic Sustainability

- Develop business models and metrics to enhance revenue streams while maintaining affordable rates for customers.
- Support the development of financial plans, including rate structures and funding strategies.
- Conduct cost-benefit analyses for potential projects and business opportunities.
- Evaluate potential acquisitions, partnerships, and regional service expansions.

Regulatory & Policy Leadership

- Monitor and influence local, state, and federal policies affecting water and wastewater utilities.
- Represent Avon Lake Regional Water in discussions with regulatory agencies, industry organizations, and legislative bodies.
- Ensure compliance with environmental regulations and advocate for policies that support the utility's mission.

Stakeholder Engagement & Public Relations

- Build strong relationships with bulk customers, municipal leaders, economic development organizations, and industry partners.
- Engage with customers, businesses, and community stakeholders to promote goals and initiatives of ALRW.
- Lead public outreach efforts related to planning initiatives, system expansions, and infrastructure investments.

Leadership Team Building

- Act as stand-in for Chief Utilities Executive in
 - Temporary assignments
 - Leadership functions
 - Organizational liaison
 - Training and coaching of staff

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES

The job description does not constitute an employment agreement between the employer and the candidate and is subject to change by the employer as the needs of the employer and the requirements of the job change.

The successful applicant should possess at a minimum the general qualifications, plus abilities to:

1. Work independently as a strategic thinker, with a strong business acumen, focusing on long-term growth and viability.
2. Exhibit strong leadership and negotiation skills.
3. Develop knowledge of water and wastewater systems, infrastructure planning, and financing.
4. Demonstrate ability to build partnerships with government entities, businesses, and stakeholders.
5. Exhibit excellent communication and public speaking skills.
6. Develop proficiency in financial modeling, GIS, and project management tools.
7. Be available in the absence of the Chief Utilities Executive, represent the organization as required and/or needed.

Within the first year, the successful applicant should learn and demonstrate:

1. Strong understanding of Avon Lake Regional Water's services, infrastructure, and strategic goals.
2. Familiarity with regional economic development initiatives and how water infrastructure supports business growth.
3. Comfortable relationships with key stakeholders, including municipal officials, economic development agencies, and business leaders.
4. Professional presentations to stakeholders regarding Avon Lake Regional Water's services and regional benefits.

5. Fluency in trends of economic development, infrastructure funding, and water utility expansion to support strategic decision-making.
6. Articulation of a business development roadmap for Avon Lake Regional Water.
7. Ability to work with internal teams (engineering, finance, operations) to coordinate feasibility studies and service expansion plans.
8. Production of grant applications and funding initiatives that enhance Avon Lake Regional Water's infrastructure capabilities.
9. Ability to manage multiple business development initiatives simultaneously and meet deadlines effectively.
10. Demonstrate problem-solving and critical thinking when addressing challenges related to water and wastewater service expansion.
11. Ability to implement and follow the employer's quality standards as required.

The physical/mental demands described here are representative of the position to successfully perform the essential functions of the job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

1. Ability to sit, stand, and walk for extended periods, particularly during meetings, site visits, and industry events.
2. Occasional lifting of materials such as reports, marketing materials, and presentation equipment (up to 25 lbs.).
3. Frequent use of computer and office equipment, requiring manual dexterity, visual focus, and repetitive motion.
4. Ability to travel locally and regionally for client meetings, conferences, and business development activities.
5. Strong analytical and problem-solving skills to assess business opportunities, market trends, and regulatory requirements.
6. High level of focus and attention to detail when developing proposals, reviewing contracts, and conducting research.
7. Ability to manage multiple priorities and deadlines in a fast-paced environment with changing demands.
8. Strong interpersonal and communication skills, including the ability to engage with diverse stakeholders and negotiate effectively.
9. Resilience and adaptability to handle challenges, shifting priorities, and complex decision-making processes.
10. Strategic thinking and creativity to identify innovative business development solutions and regional growth opportunities.

This role requires a balance of independent initiative and collaborative teamwork, as well as the ability to work under pressure while maintaining professionalism and sound judgment.