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## **Statement of Work: Community Economic Development manager (CED)**

AYCO Community economic development (CED) is a community driven process where communities identify and initiate their own solutions to economic, social and environmental issues to build healthy, economically viable communities. CED contains principles and goals based on a grassroots approach to development where communities choose deliberate actions to influence the local economy and improve the quality of life for its residents. Some examples of CED principles include:

- mobilizing local resources (people, capital, institutions, organizations, etc.) to meet local needs
- re-investment of profits into the local economy

Some of the goals of CED are to:

- Create employment.
- Renew, stabilize and/or improve the community and local economy.
- Develop local economic links. • Improve the physical environment of the community. Communities can adopt a process to incorporate the principles and goals of CED. This CED process includes the following steps:
  - Form a CED agency/organization that is responsible for leading the CED process.
  - Work with your neighbors in a region to address common development issues.
  - Collect and analyze data to determine appropriate strategies and activities.
  - Business review and assessment
  - Bookkeeping and business management strategies
  - Comprehensive business planning
  - Financial planning budgeting, goal setting and forecasting
  - Market research and analysis
  - Product cost analysis
  - Access to professional networks and business mentors
  - Topic specific coaching and mentoring
  - Technical assistance with digital marketplace tools and digital strategy
  - Decide on a strategic focus based on the data analysis. This can include a combination of strategies such as: – business development (ex: local investment pool, business support services) – local development (ex: beautification, zoning, industrial parks) – human

resource development (ex: local training initiatives) – sector development (ex: business retention and expansion projects, supply chain gap analysis) Communities can use the principles and goals of CED, adopt a good planning process and choose appropriate strategies to achieve the goals of CED. This means that community development, economic development and environmental sustainability are not left to chance but are directed by the people who live and work in the community.

### **The Role of the Economic Developer**

An economic development officer (EDO) carries out the economic development priorities and initiatives for municipalities and economic development organizations. The role varies with the community's priorities and the direction and support it provides. The EDO should have the following:

- people skills – working with a variety of individuals and organizations in the community, negotiating, developing partnerships and networking
  - communication skills – developing and delivering public presentations, public and media relations, developing communications plan
  - technical expertise – knowledge of the economic development process, skills in business planning, facilitation, project development and project management
  - clerical skills – computer skills, basic accounting, website management, etc.
  - flexibility – to adapt to change and new ideas
  - planning expertise – strategic plans and municipal plans
  - marketing abilities – developing and implementing marketing and sales plans
- The functions an economic development officer can play are as varied as the communities they work in.

### **Community Readiness for CED**

Before a community can effectively implement a CED process, the community must commit to long-term support of CED processes. This means the municipal council, as well as key community leaders, groups, organizations and institutions must be prepared to invest in CED to make positive changes in the community.

Remember, CED is not a quick fix to a crisis (ex: large business closing). It is a way to plan and act over a long period of time, so that a community can take charge of its own future.

No matter what gets a community involved in CED, success depends on many things:

- people in the community who are willing to get involved
- knowledge and skill of the leaders (ex: councilors, economic development staff or community volunteers leading the charge)
- motivated and effective community and political leadership
- community spirit and how well groups get along and work together
- entrepreneurial spirit

They usually coincide with the key functions of an economic development organization.

By signing this document, I understand my role as a Community Economic Development Manager of the African Youth and Community Organization (AYCO) and will implement the responsibilities listed above.

AYCO World is a public community Non-Profit Organization

African Youth and Community Organization

Executive Director: Jamal Dar

432 NE 74th Ave

Portland, OR 97213

Phone (971)254-8916

Fax (971)254-8905

Print Name \_\_\_\_\_

Date \_\_\_\_\_

Signature \_\_\_\_\_

Executive Director: Jamal Dar