



July 2020

FLSA: EXEMPT

ECONOMIC DEVELOPMENT DIRECTOR

DEFINITION

Under administrative direction, administers, manages, organizes, and monitors economic development programs and projects; administers current and long-term planning activities; manages the effective use of program and project resources to improve organizational productivity and customer service; coordinates assigned activities with other City departments, divisions, outside agencies, and the public; fosters cooperative working relationships among City departments, divisions, and with intergovernmental and regulatory agencies, and various public and private groups; provides highly responsible and complex professional assistance to the City Manager in areas of expertise; and performs related work as required.

SUPERVISION RECEIVED AND EXERCISED

Receives administrative direction from the City Manager. Exercises general and direct supervision over technical and administrative support staff.

CLASS CHARACTERISTICS

This is a Department Director classification responsible for overseeing, directing, and participating in the City's economic development programs, projects, and activities, in addition to providing professional-level support to assigned management staff in a variety of areas. Successful performance of the work requires an extensive professional background as well as skill in coordinating departmental work with that of other City departments and public agencies. Responsibilities include coordinating the activities of the department with those of other departments and outside agencies and managing and overseeing the complex and varied functions of the department. The incumbent works closely with the City Manager in planning operational goals and objectives and for furthering City goals and objectives within general policy guidelines.

EXAMPLES OF ESSENTIAL JOB FUNCTIONS (Illustrative Only)

Management reserves the right to add, modify, change or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.

- Plans, manages, and administers economic development programs, projects, and activities, including business development, business retention, and economic development funding programs.
- Participates in the development and implementation of goals, objectives, policies, and priorities for assigned programs, projects, economic development, and grants functions; recommends within departmental policy, appropriate service and staffing levels; recommends and administers policies and procedures.
- Participates in the development and administration of the department budget.
- Develops and standardizes procedures and methods to improve and continuously monitor the efficiency and effectiveness of assigned programs, projects, service delivery methods, and procedures; assesses and monitors workload, administrative and support systems, and internal

reporting relationships; identifies opportunities for improvement and recommends to the City Manager.

- Selects, trains, motivates, and evaluates assigned staff; provides or coordinates staff training; works with employees on performance issues; implements discipline and termination procedures; directs and coordinates the work plan for assigned staff; assigns work activities, projects, and programs; monitors work flow; reviews and evaluates work products, methods, and procedures.
- Develops staff reports related to assigned economic development programs and operations activities and services; prepares and presents reports and agenda items to the City Council, and various other commissions, committees, and boards.
- Manages, coordinates, and reviews the City's economic development, and grants program activities, including assisting existing business and industry with new location, relocation, and expansion needs; analyzing and evaluating commercial and industrial development requests for financial assistance and providing recommendations on pursuing projects; conferring with and advising the business community and the general public regarding various business loan programs and guidelines and entitlement assistance; negotiating incentive packages to attract new investors; and overseeing the preparation of legal documents in coordination with legal counsel.
- Calculates return on investment and public benefit of potential projects.
- Oversees and implements special programs and events as requested.
- Administers the development of consultant requests for proposals for professional services; evaluates proposals and recommends contract award; negotiates contracts and agreements and administers same after award.
- Provides highly complex staff assistance to the City Manager.
- Conducts a variety of organizational studies, investigations, and operational studies; develops strategic plans and recommends modifications to assigned programs, policies, and procedures, as appropriate.
- Provides advisory support and acts as a liaison to citizen committees, community partners, and volunteers to facilitate the delivery of economic development programs and services; builds partnerships and coalitions.
- Establishes and maintains communication and cooperative relationships with business leaders, developers, organizations, private and public agencies, and the general public to promote and facilitate the implementation and execution of the City's economic development, and grants programs.
- Attends and participates in professional group meetings, trade shows, and committees; provides advisory and staff support to various committees.
- Stays abreast of new trends and innovations in the field of economic development, and grants; researches emerging products and enhancements and their applicability to City needs.
- Monitors changes in regulations and technology that may affect operations; implements policy and procedural changes after approval.
- Performs duties of a disaster services worker in event of an emergency.
- Performs related duties as assigned.

QUALIFICATIONS

Knowledge of:

- Principles, practices, and funding sources for planning and implementing economic development and related programs and projects.
- Principles and practices of project and program management.
- Principles and techniques of conducting analytical studies, evaluating alternatives, and making sound recommendations.

- Procedures for planning, implementing, and maintaining a variety of economic development, and grants activities and programs through community participation.
- Principles and practices of land use planning and tax increment financing.
- Applicable Federal, State, and local laws, regulations, codes, and guidelines.
- Public relations techniques.
- Principles and practices of public agency budget development and administration and sound financial management policies and procedures.
- Techniques of contract administration.
- Record keeping principles and procedures.
- Modern office practices, methods, and computer equipment and applications related to the work.
- English usage, grammar, spelling, vocabulary, and punctuation.
- Techniques for effectively representing the City in contacts with governmental agencies, community groups, and various business, professional, educational, regulatory, and legislative organizations.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and City staff.

Ability to:

- Plan, implement, and monitor project and programmatic administrative, budgeting, and fiscal activities.
- Perform responsible and difficult administrative work involving the use of independent judgment and personal initiative.
- Interpret, apply, explain, and ensure compliance with applicable Federal, State, and local laws, codes, and regulations, and departmental policies and procedures.
- Understand the organization and operation of the assigned department and of outside agencies as necessary to assume assigned responsibilities.
- Prepare clear and effective reports, correspondence, and other written materials.
- Make accurate arithmetic, financial, and statistical computations.
- Effectively conduct meetings and make presentations to various groups.
- Analyze situations and identify pertinent problems/issues; collect relevant information; evaluate realistic options; and recommend/implement appropriate course of action.
- Maintain accurate logs, records, and basic written records of work performed.
- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.
- Operate modern office equipment including computer equipment and specialized software applications programs.
- Use English effectively to communicate in person, over the telephone, and in writing.
- Use tact, initiative, prudence, and independent judgment within general policy and legal guidelines in politically sensitive situations.
- Establish, maintain, and foster positive and harmonious working relationships with those contacted in the course of work.

Education and Experience:

Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:

Equivalent to graduation from an accredited four-year college or university with major coursework in planning, economic development, public or business administration, or a related field, and seven (7) years of progressively responsible public sector experience in economic development, including five (5) years of supervisory experience. A Masters degree in related fields is highly desirable.

Licenses and Certifications:

- Valid California class C driver's license with satisfactory driving record and automobile insurance.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle and to visit various City and meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, and over the telephone. This is primarily a sedentary office classification although standing in work areas and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard, typewriter keyboard, or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects up to 25 pounds.

ENVIRONMENTAL ELEMENTS

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.