

ECONOMIC DEVELOPMENT MANAGER

Salary Range: 20 (Management Salary Schedule)

DEFINITION

Under general direction from the City Manager, plans, organizes, directs, promotes and coordinates the economic development and public relations programs, activities, and staff for the City; provides highly complex staff assistance to the City Manager and City Council; monitors, reviews, analyzes, and tracks state and federal legislation to determine the impact on City operations.

DISTINGUISHING CHARACTERISTICS

This is a single-position management level classification assigned to the City Managers' Office. Incumbents are expected to accomplish the full range of duties with only occasional instruction or assistance as unusual or unique situations arise, while exercising sound decision making and independent judgment.

SUPERVISION EXERCISED AND RECEIVED

The incumbent reports directly to the City Manager or designee, and has responsibility for providing direct and indirect supervision over management, professional, technical, and clerical personnel.

EXAMPLES OF DUTIES, KNOWLEDGE, AND ABILITIES

Duties may include, but are not limited to the following:

- Plans, organizes, directs, promotes, and coordinates the economic development and public relations programs, activities, and staff for the City.
- Coordinates the City's business development activities with the Chamber of Commerce and other state, regional and local business and government leaders.
- Develops, implements and manages comprehensive economic development programs and strategies to facilitate new business development, business retention, and job creation.
- Develops partnerships with government agencies, businesses, developers, non-profit organizations, economic development agencies, and trade associations in support of the City's economic development objectives and strategy.
- Attends meetings on economic development and serves as an advocate for businesses within the City; represents the City Manager's Office at public hearings, community meetings and conferences.
- Serves as a liaison with City Council members on neighborhood, business and resident concerns.
- Identifies obstacles to business growth and development within City policies and procedures; recommends policy changes to the City Manager.
- Conducts cost-benefit analysis of potential development projects by analyzing development costs, potential City investments and anticipated revenue impacts and job growth.
- Conducts research studies, economic assessments and analyses related to areas of responsibility; researches and writes grant proposals; prepares reports, presentations and policy briefs on economic development programs and issues.
- Serves as a consultant to businesses, the community and City staff by providing information related to economic development policies, procedures and programs.

Economic Development Manager

- Contacts businesses interested in locating to the City; initiates recruitment efforts to attract businesses that meet the City's economic strategy; assists businesses by working with City departments to facilitate permit processing and assists with locating potential business sites.
- Researches and analyzes market data to track, estimate and promote development opportunities.
- Monitors and analyzes legislation; develops strategies to implement new legislation; ensures the City's compliance with existing regulations.
- Acts as the City's Public Information Officer; directs communication content in newsletters, news releases, City website, and electronic communications; prepares speeches, scripts, responses, and related material for public information purposes; serves as the City spokesperson to electronic and print media; serves as the public information contact for the City during emergencies and disasters; advises elected officials and the City Manager about potential issues and/or current topics that require public information outreach and/or response.
- Develops and implements marketing plans to establish the City as a destination for new businesses and attract potential development.
- Participates in the preparation, monitoring and administration of the budget for assigned areas of responsibility.
- Plans, organizes and supervises the activities of professional, technical and clerical staff as assigned.
- Trains assigned employees in work procedures, standards and safety practices.
- May appraise employee performance, conduct informal counseling on work issues, prepare documentation and improvement plans for deficiencies, and recommend disciplinary action for assigned staff.

EMPLOYMENT STANDARDS

Knowledge of:

- Administrative principles and methods, including goal setting, program and budget development, implementation and control, personnel management and supervision
- Principles and practices of economic development, including business recruitment and retention methods, economic incentives, and business, industrial, real estate and land development processes
- Principles of development, finance trends and practices, and business, economic and market forces and indicators
- Principles and practices of financing for real estate, business and industrial development
- Principles and practices of public relations and community outreach
- Effective public presentation methods to attract and inform a variety of audiences
- Social media, web design, and graphic/visual presentation methods
- Applicable federal, state and local agencies, laws, codes and regulations related to area of assignment
- Program and project management methods and techniques, including development of objectives, budgetary methods and procedures, personnel management, and project monitoring and evaluation methods
- Research methods and statistical analysis

Economic Development Manager

- Methods and techniques for recordkeeping and report preparation and writing including proper English, spelling and grammar
- Office practices, methods and equipment, including a computer and applicable software

Ability to:

- Coordinate and implement an economic development program, including outreach, marketing and public relations
- Understand, interpret, and apply complex rules, regulations, laws and ordinances
- Develop and administer policies, standards, programs, and procedures
- Recognize and analyze problems, evaluate options, understand the impact and consequences of decisions, make sound recommendations, and initiate actions within established guidelines
- Read, analyze, evaluate, prepare and summarize written materials and statistical data, including reports, financial reports and budgets
- Analyze legislation to determine the impacts to the City, and make recommendations to ensure the City's compliance with the existing regulations
- Administer contracts and track contract performance
- Train, motivate, and evaluate assigned staff
- Establish and execute comprehensive work plans in a timely manner, prioritize assignments and respond to deadlines effectively
- Communicate effectively, both orally and in writing, and make effective public presentations
- Establish and maintain effective working relationships with those contacted in the course of work
- Use tact, initiative, prudence and independent judgment within general policy, procedural and legal guidelines
- Meet the physical requirements to safely and effectively perform the assigned duties

Minimum Qualifications:

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:

A bachelor's degree from an accredited college or university with major course work in economics, business or public administration, accounting, finance, urban or regional planning, communications, or a closely related field and five (5) years of increasingly responsible experience in the development and implementation of economic development or community/business development strategies and programs, including at least two years of supervisory experience.

GENERAL QUALIFICATIONS

License Requirements:

A valid California class C driver's license with a satisfactory driving record is required at the time of appointment. Individuals who do not meet this requirement due to a disability will be reviewed on a case-by-case basis.

Physical Requirements:

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; ability to operate a motor vehicle and to visit various City and meeting sites; vision to read printed materials and a computer screen; hearing and speech to communicate in person and over the telephone; finger dexterity for simple grasping, fine manipulation and the ability to access, enter and retrieve data using a computer keyboard or calculator and to operate standard office equipment; simple grasping and fine manipulation; frequently bend, stoop, kneel, reach, climb, and walk on uneven surfaces to participate in recreational activities; push and pull drawers open and closed to retrieve and file information; occasionally lift, move, and carry objects that typically weigh up to 20 pounds.

Working Conditions:

Incumbents appointed to this class work primarily in an office environment with moderate noise levels, controlled temperature conditions and no direct exposure to hazardous physical substances; may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures. Incumbents may be required to work on evenings, weekends and holidays and attend meetings before or after normal business hours.

Adopted: September, 2018

FLSA : E

This job specification should not be construed to imply that these requirements are exclusive standards of the position. Not all duties are necessarily performed by each incumbent. Additionally, incumbents may be required to follow any other instructions and to perform any other related duties as may be required by their supervisor.