

CLASS SPECIFICATION

CLASS TITLE:

ECONOMIC DEVELOPMENT MANAGER

DEFINITION:

To plan, organize, coordinate and implement Economic Development program management activities; to provide expertise in program elements; and to perform a variety of professional and technical level tasks relative to assigned area of responsibility; to meet with a wide variety of officials, business organizations, and individuals, both public and private, concerning the work and goals of the City in building a strong local and resilient economy; and serve as the City's connection for both current and prospective businesses; perform related duties as required.

DISTINGUISHING CHARACTERISTICS:

This is an exempt, mid-management level position that must exercise competent discretion and judgment in the performance of duties and interactions with others. This position is "At-will," assigned to the City Manager's Office.

SUPERVISION RECEIVED AND EXERCISED:

Receives general direction from the City Manager or designee and may exercise technical and functional supervision over staff and consultants, as assigned.

EXAMPLES OF DUTIES:

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

- Recommend and assist in the implementation of goals and objectives; strategic direction, economic expertise, program implementation for a strong and resilient local economy, and promote land use planning that encourages highest and best use; implement policies and procedures that enhance economic vitality.
- Develop and implement broad-based economic development activities such as marketing, business expansion, attraction, and retention, and providing public information in support of the City's economic development guiding principles and strategic goals.
- Evaluate operations and activities of assigned responsibilities; recommend improvements and modifications; prepare various reports on operations and activities.
- Serve as problem solver, deal closer, advisor and/or negotiator on development projects and confer with City officials, applicants, and community groups on proposed projects. Anticipate and solve for deal complications; remove transaction roadblocks to prevent delays and improve efficiency.
- Maintain existing inventory of public and private available buildings and business and residential development sites within the community.
- Manage short and long-term development plans, develop reports and recommendations to achieve goals; prepare and maintain information on utilities, taxes,

zoning, transportation, community services, financing tools, and incentives, in order to respond to requests for information for economic development purposes, and coordination with other departments and agencies as needed.

- Provide professional economic development advice, assist in the application and permitting process, and serve as an advocate for economic development in line with zoning ordinances, and goals as established by the City.
- Promote existing business parks and commercial centers, promoting the sale of lots, and the orderly development of projects within. Work closely with the Chamber of Commerce to identify areas of concern in the promotion of business location and expansion within the City.
- Serve as a liaison with various local, State, and Federal agencies, coordinating projects with agencies as deemed necessary and appropriate, i.e. US EDA, HUD, San Mateo County, the Workforce Investment Board, and the Governor's Office of Business and Economic Development.
- Develop, implement, maintain and publicize a variety of comprehensive business plans, strategic plans, and technical reports, often with public and private sector, local and regional partners, that leverages existing assets and regional competitive advantages to build a strong and resilient local economy.
- Provide information and/or make presentations to the City Council, boards, commissions, civic groups, businesses, individuals, and the general public on economic development issues, programs, services, and plans.
- Coordinate closely with City Departments (i.e., Community and Economic Development and Public Works teams) to insure timely and complete review of development applications such as Conditional Use Permits, Tentative Maps, Architectural and Site Review, Residential Development Approval, Zoning Ordinance Amendments, General Plan Amendments; including preparation of Negative Declarations, Initial Studies and Environmental Impact Reports when required.
- Determine entities and/or representatives to be included in technical team meetings to review specific proposed projects. Schedule and invite representatives to meetings; and develop and evaluate Requests for Proposals.
- Participate in budget preparation and administration; prepare cost estimates for budget recommendations; submit justifications for equipment, supplies, and services; monitor and control expenditures.
- Represent function on committees, outside organizations, and at staff subcommittees as necessary; coordinate internet and intranet activities with other City divisions and departments and outside agencies.
- Represent the City with dignity, integrity, and the spirit of cooperation in all relations with staff and the public.
- Respect and is sensitive towards the cultural and ethnic diversity of the community.
- Be an integral team player, which involves flexibility, cooperation, and communication.
- Build and maintain positive working relationships with co-workers, other City employees and the public using principles of good customer service.
- Select, train, and evaluate assigned personnel.
- Perform related duties as assigned.

QUALIFICATIONS:

Knowledge of:

- Trends and current developments in local government and issues impacting economic development activities.
- Modern office practices, methods, and computer equipment including relevant software programs.
- Oral and written communication skills; business English including vocabulary, spelling, and correct grammatical usage and punctuation.
- Safe work practices.
- Principles and practices of excellent customer service.
- Legal and administrative rules and regulations that apply to operation of City Government.
- Principles and practices of public administration, personnel management, performance management and budget administration in a local government setting.
- Pro Forma Financial Statements, Risk Assessments, and how to determine business profitability.
- Municipal ordinances, City policies and City charter.
- Economic Development principles, practices, and implementation including business development, real estate development, redevelopment, international trade, and local government financial incentives for business and marketing.
- California redevelopment law; California Environmental Quality Act (CEQA); general nature of redevelopment plans; planning entitlement codes and process; city zoning ordinances and entitlement processes; general nature of building codes.
- Urban studies; economic and social public policy implication of urban area problems.
- Current market trends in real estate development.
- Real estate development finance and financial analysis.
- California land use planning entitlement law and regulations.
- Principles of urban and regional design and planning.
- Statistical analysis, project management and project/problem resolution; concepts of effective team building.
- Principles of effective personnel management, including supervision, training and evaluation.
- Principles and practices of marketing.
- Business community and neighborhood outreach and processes.

Ability to:

- Organize, implement and direct Economic Development Program activities.
- Analyze complex problems, evaluate alternatives and make creative recommendations.
- Follow work instructions given and complete all assigned duties. Follow, apply and enforce the policies, rules and regulations of the City and department.
- Maintain regular attendance and adhere to prescribed work schedule to conduct job responsibilities.
- Interpret and explain pertinent City policies and procedures.
- Assist in the development and monitoring of an assigned program budget.
- Develop and recommend policies and procedures related to assigned program activities.

- Understand and carry out oral and written instructions and prioritize workload to meet deadlines.
- Read, write and comprehend the English language at a level necessary for effective job performance exercising correct English usage, vocabulary, spelling, grammar and punctuation.
- Communicate effectively, tactfully and positively in both oral and written form.
- Operate and use modern office equipment and technology, including computers and applicable software.
- Utilize appropriate safety procedures and practices for assigned duties and avoids unnecessary risk to oneself, co-workers, citizens and property.
- Establish and maintain effective working relationships with those contacted in the course of work.
- Exercise sound independent judgment within general policy guidelines.
- Conduct and participate in related training programs.
- Meet the public to discuss problems and complaints tactfully, courteously, and effectively.
- Analyze the effectiveness of and make recommendations for changes in procedures, policies and organization structures.
- Maintain an entrepreneurial mindset with outstanding organizational and leadership skills
- Formulate and administer the annual program budget.
- Develop and exhibit sensitivity to the needs of diverse cultural, ethnic, racial and religious groups in the community.
- Contribute effectively to the accomplishments of City goals, objectives and activities.

Education and Experience:

Any combination of education, experience, and training that would provide the best qualified candidates. A typical way to obtain the knowledge and abilities would be:

Possession of the equivalent of a bachelor's degree from an accredited college or university with major coursework in urban planning, economics, public financing or another field of study applicable to the responsibilities and requirements of this job class. Possession of a master's degree in public or business administration is desirable.

Four (4) years of progressively responsible experience performing program management and/or project coordination duties in economic development, redevelopment, planning, and/or community development and two (2) years at a supervisory level.

Special Requirements:

Possession at the time of hire and continued maintenance of a valid California Class C driver's license is required.

Working Conditions:

Work is primarily performed in an office environment. Will attend day and evening meetings with staff, the public and/or project developers or program clients at various locations in city up to several times a month. Will travel overnight to attend meetings and training sessions, generally in-state, several times per year. Physical activities include handling files, books,

binders, and sometimes boxes of work-related material: Sitting, walking, standing, kneeling, bending/stooping, twisting, reaching, carrying, pushing/pulling, lifting up to 25 lbs, driving, speed and accuracy in meeting deadlines.

Category:	Division Head
FLSA Classification:	Exempt
Effective Date:	July 1, 2021
Revisions:	N/A