

CLASS SPECIFICATION
Economic Development Director

GENERAL PURPOSE

Under policy direction, plans, organizes and directs the activities and programs of the Economic Development department in providing comprehensive City-wide economic development programs and services, including services applicable to the City's redevelopment agency; provides expert professional assistance and guidance to City management on economic development, redevelopment, housing and neighborhood preservation issues; advises the City Manager, City Council and City Redevelopment Agency Board of Directors on long-term development planning and policy matters; and performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS

This single position class is responsible for managing, directing and integrating the functions, programs and activities of the Economic Development department which provides broad, City-wide economic development, redevelopment and neighborhood preservation services. The incumbent provides advice and strategic leadership to the City Manager, City Council and department directors in the development of short- and long-term development and redevelopment plans to meet the City's strategic growth and development objectives. Responsibilities are broad in scope and involve highly sensitive and publicly visible projects that require a high degree of policy, program and management discretion. Results are evaluated in terms of overall effectiveness

ESSENTIAL DUTIES AND RESPONSIBILITIES

The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to this class.

1. Plans, organizes, controls, manages and evaluates the work of the Economic Development department, including the City Redevelopment Agency (RDA); with subordinate managers and supervisors, participates in establishing operational plans and initiatives to meet department goals and objectives; implements departmental plans, work programs, processes, procedures and policies required to achieve overall department performance results; coordinates and integrates department functions and responsibilities to achieve optimal efficiency and effectiveness; participates in developing and monitoring performance against the annual departmental and RDA budgets.
2. Participates with other managers in establishing strategic plans for the City; sets overall management and policy goals and objectives for the Economic Development department; coordinates department program and policy issues with managers of other departments and/or on a City-wide basis.
3. Plans and evaluates the performance of managers, supervisors and staff; establishes performance requirements and personal development targets; monitors performance and provides coaching for

performance improvement and development; provides or recommends compensation and other rewards to recognize performance; takes disciplinary action, up to and including termination, to address performance deficiencies, subject to management concurrence, in accordance with the City's human resources policies and procedures and labor contract provisions.

4. Provides leadership and works with managers, supervisors and staff to develop and retain highly competent, customer service-oriented staff through selection, compensation, training and day-to-day management practices that support the City's mission, strategic goals and core values.
5. Develops and directs the implementation of goals, objectives, policies and standards for the Economic Development department; provides expert professional assistance to City management on a wide variety of economic development issues and opportunities; plans, coordinates and participates in implementing programs and initiatives to achieve the retention and expansion of businesses within the City; directs and oversees initiatives to attract and expand quality businesses that provide job opportunities and expand or diversify the City's tax base; works with Community Development, Public Works, other City departments and outside agencies to provide incentives and facilitate consideration and approval of new commercial and industrial development projects.
6. Develops and directs the implementation of goals, objectives, policies and standards for the City's Redevelopment Agency; directs, oversees and participates in long-range programmatic and financial planning for the Agency; aggressively pursues development, implementation and evaluation of programs and initiatives to achieve the orderly redevelopment of under-performing properties; directs, oversees and may participate in processes to obtain input and gain support from business and property owners for neighborhood development and enhancement projects.
7. Directs application for grant funding for neighborhood preservation and housing development programs; oversees planning and implementation of housing rehabilitation programs and projects involving financing through various federal and state grants; oversees the execution of affordable housing revitalization projects for low- and moderate-income households to meet City goals and requirements; directs the development and implementation of targeted neighborhood revitalization plans and programming; oversees programming, utilization and management of CDBG block grant and other special sources of funds.
8. Develops and reviews reports of findings, alternatives and recommendations involving a broad range of complex funding, financial and economic development issues; makes presentations before the City Council, RDA Board of Directors, Planning Commission, other agencies, business and community groups and the media on economic development and redevelopment programs and initiatives; monitors legislative and other developments related to economic development and redevelopment financing and evaluates their impacts on City operations; recommends program, policy and procedural changes.

OTHER DUTIES

1. Serves as a City liaison to the Chamber of Commerce and other community and business groups.
2. Assists as needed on special assignments and projects.

QUALIFICATIONS

Knowledge of:

1. Theories, principles and practices of urban and community planning and development, particularly as they apply to assigned economic development and redevelopment responsibilities.
2. Principles, methods, practices and legal requirements for public agency capital financing applicable to redevelopment agency programs and operations.
3. Principles and practices of public economic development programs, including successful methods for the attraction and retention of commercial and industrial businesses.
4. Real estate law and mortgage lending practices and procedures.
5. Federal, state and local laws, regulations and court decisions applicable to assigned areas of responsibility.
6. Principles and practices of public agency budgeting.
7. Sources of grant funding applicable to areas of responsibility and grant writing methods and practices.
8. Principles, practices, methods and tools of project management.
9. Principles, methods and techniques of strategic and long-range planning.
10. Principles and practices of public administration, including budgeting, purchasing, contract administration and maintenance of public records.
11. Research methods and statistical and financial analysis techniques.
12. Organization, functions, legal requirements, operations, rules and practices of the City Council.
13. Principles and practices of computer-based financial and loan management accounting systems.
14. Principles and practices of sound business communication.
15. Principles and practices of effective management and supervision.
16. City human resources policies and procedures and labor contract provisions.

Ability to:

1. Plan, direct, manage, coordinate and integrate the work of a department providing comprehensive economic development, redevelopment and neighborhood preservation services.
2. Define complex management, fiscal, budget and strategic planning issues, perform difficult analyses and research, evaluate alternatives and develop sound conclusions and recommendations.
3. Understand, interpret, explain and apply federal, state and local policy, law, regulations and court decisions applicable to areas of responsibility.

4. Present proposals and recommendations clearly, logically and persuasively in public meetings.
5. Represent the City effectively in negotiations and other dealings on a variety of difficult, complex, sensitive and confidential issues.
6. Prepare clear, concise and comprehensive financial statements, correspondence, reports, studies and other written materials.
7. Exercise sound, expert independent judgment within general policy guidelines.
8. Exercise tact and diplomacy in dealing with sensitive and complex issues and situations.
9. Establish and maintain effective working relationships with the Mayor, City Manager, Assistant City Manager, City Council members, department directors, managers, elected and appointed officials of other governmental agencies, employees, business and community leaders, the media, residents, the public and others encountered in the course of work.

Education, Training and Experience:

A typical way of obtaining the knowledge, skills and abilities outlined above is graduation from a four-year college with a major in urban planning, public or business administration or a closely related field; and at least ten years of progressively responsible development experience, including public economic, business and/or land use development projects, least five of which were in a management capacity or as a project manager for large development projects; or an equivalent combination of training and experience.

Licenses; Certificates; Special Requirements:

A valid California driver's license and the ability to maintain insurability under the City's vehicle insurance policy.

PHYSICAL AND MENTAL DEMANDS

The physical and mental demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical Demands

While performing the duties of this job, the employee is regularly required to sit; talk or hear, both in person and by telephone; use hands to finger, handle and feel computers and standard business equipment; and reach with hands and arms. The employee is frequently required to stand and walk.

Specific vision abilities required by this job include close vision and the ability to adjust focus.

Mental Demands

While performing the duties of this class, the incumbent is regularly required to use written and oral communication skills; read and interpret complex data, information and documents; analyze

and solve complex problems; use math/mathematical reasoning; perform highly detailed work under changing, intensive deadlines, on multiple concurrent tasks; work with constant interruptions, and interact with the Mayor, City Manager, City Council, RDA Board of Directors, Planning Commission, managers, elected and appointed officials of other governmental agencies, employees, business and community leaders, the media, residents, the public and others encountered in the course of work.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee works under typical office conditions and the noise level is usually quiet.