

**CLASS SPECIFICATION**  
**Economic Development Division Manager**

**GENERAL PURPOSE**

Under the direction of the Economic Development Director, this key Division Manager position will manage the City's economic development projects and program activities; monitor contracts; provide administrative support through research and report writing; interact with individuals and groups; plan and administer business attraction, retention, and assistance activities; marketing of the City, coordinate with other departments and outside agencies; supervise the Economic Development staff; and performs related duties as assigned.

**DISTINGUISHING CHARACTERISTICS**

This single position class is responsible for managing and integrating the functions, programs and activities of the Economic Development department which provides broad, City-wide economic development. 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 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. Manages the work of the Economic Development department, 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 budget.
2. Plans, manages and evaluates the performance of 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.

3. Provides leadership and works with 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.
4. Assists the Economic Development Director in developing and directing 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.
5. Assists Economic Development Director in developing and implementing financing, marketing, public relations, business attraction, and retention programs.
6. Assists the Economic Development Director in negotiations of contracts and agreements.
7. Provides administration of consultant services contracts and agreements.
8. Provides technical support to the City Council, City Manager and the Economic Development Director.

#### **OTHER DUTIES**

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

#### **QUALIFICATIONS**

##### **Knowledge of:**

1. Principles and practices of public economic development, including successful methods for the attraction and retention of commercial and industrial businesses.
2. Principles of industrial financing and incentives.
3. Principles of business, marketing and public administration.
4. Principles of real estate laws and mortgage lending practices and procedures.
5. Federal, state and local laws, regulations and court decisions applicable to assigned areas of responsibility.
6. Principles of bonds.
7. Principles and practices of grant administration
8. Principles and practices of marketing

9. Principles and practices of public administration, including budgeting, purchasing, contract administration and maintenance of public records.
10. Principles and practices of sound business communication including research and report writing.
11. Principles and practices of effective management and supervision.
12. 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 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 correspondence, reports, studies and other written materials.
7. Attend trade shows and conferences to represent and market the City.
8. Exercise sound, expert independent judgment within general policy guidelines.
9. Exercise tact and diplomacy in dealing with sensitive and complex issues and situations.
10. 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 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 public administration, business administration, marketing, economics, social sciences or a closely related field; and at least five years of related work experience, within a municipal economic development development/community development department, redevelopment agency, and/or economic development corporation, and estate development and public relations; and four years of related supervisory experience. A Master's Degree in a related field is desirable.

**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, Planning Commission, managers, elected and appointed officials of other governmental agencies, employees, business 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.