

ECONOMIC DEVELOPMENT MANAGER

DEFINITION

To plan, direct, supervise and coordinate the work of the Economic Development Division of the City Manager's Office. The manager will represent the modern principles and practices of Economic Development including real estate development, economics, financial analysis, public/private development and property acquisition.

SUPERVISION RECEIVED

Receives general direction from the City Manager or Assistant City Manager.

SUPERVISION EXERCISED

Provides direct and indirect supervision to professional, technical and clerical staff.

ESSENTIAL DUTIES

Assists in the development and implementation of goals, objectives, policies and priorities of the division.

Develops an achievement plan, organizes, controls and evaluates the functions and activities of the division, including economic forecasting and economic indicators.

Oversees business loans and related financial matters.

Coordinates program activities with other City departments, outside agencies and citizens groups.

Conducts research studies, needs assessments and analyses related to areas of responsibility.

Guides the implementation of the City's economic development strategic plan. Develops policy, strategy and program implementation recommendations for economic development efforts, and articulates program accomplishments.

Serves as staff and prepares or directs preparation of reports, studies, analyses and recommendations to the Hayward Economic Development Committee.

Presents staff recommendations to the City Council and council committees, boards and commissions and other public bodies.

ESSENTIAL DUTIES (continued)

Oversees development and administration of Economic Development grants and develops new sources of funding.

Coordinates project activities, including real estate acquisition and disposition, relocations, demolitions, rehabilitation and construction.

Oversees and assists in the development of marketing and branding strategies for the City.

Assists potential developers in navigating the City's development processes.

Assists in budget preparation and administration.

Supervises, trains and evaluates professional, technical and clerical staff.

OTHER JOB RELATED DUTIES

Performs related duties as assigned.

JOB RELATED AND ESSENTIAL QUALIFICATIONS

Knowledge of:

Principles and practices of public administration and economic development.

Federal, state and local programs and resources for economic development, and business assistance.

Joint public/private sector approaches and techniques to stimulate economic activity in urban areas.

Financing techniques for real estate, business and industrial development.

Program monitoring and evaluation methods, and knowledge of California Local Economic Development and practices.

Local land use development practices and policies.

National Environmental Policy Act, California Environmental Quality Act and other environmental laws.

Ability to:

Identify community and economic development needs.

Plan, organize and coordinate complex studies, programs and projects.

Interpret and apply federal and state regulations.

Communicate clearly and concisely, orally and in writing.

Plan, coordinate and supervise the work of professional and technical staff.

Write grants.

EXPERIENCE AND TRAINING

Any combination of experience and training that could likely provide the required knowledge and abilities would be qualifying. A typical way to obtain the knowledge and abilities would be:

Experience: Four years of recent professional experience in city, county or regional economic development and planning, or a closely related field involving capital improvements, data analysis and supervision of staff.

Training: Equivalent to a Bachelor's Degree from an accredited college or university with major work in public or business administration, planning, economics or a closely related field.

SPECIAL REQUIREMENTS

Essential duties require the mental and/or physical ability to: work in a standard office environment; travel to various locations and participate in meetings to conduct City business during day and evening hours; grasp, perform repetitive hand movements and fine coordination to prepare documents and data using a computer keyboard and mouse/trackball, use standard office equipment; sit for prolonged periods of time; stand, walk, reach, twist, turn, kneel, bend, squat and stoop in the performance of daily office activities; converse by telephone, in person, and to small or large groups and be clearly understood; read and comprehend technical and complex documents; interact with the public and all different levels of City staff in a professional manner; and safely lift, carry and maneuver office supplies and equipment, documents, or boxes of examination, training, or other human resources related materials, weighing up to 40 pounds. Essential functions must be performed with or without reasonable accommodations.

PROBATIONARY PERIOD: One year

709CS99

May 2008

Revised: January 2013

AAP GROUP: 2

FPPC STATUS: Designated

FLSA STATUS: Exempt