

## **COMMUNITY AND ECONOMIC DEVELOPMENT DIRECTOR**

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job.*

### **DEFINITION**

Under general administrative direction of the City Manager, plans, directs, manages, and oversees the activities and operations of the Community and Economic Development Department including planning, building inspection and compliance, code enforcement, affordable housing, economic development, and related services; coordinates assigned activities with other departments and outside agencies; and provides highly responsible and complex administrative support to the City Manager.

### **CLASS CHARACTERISTICS**

The Community and Economic Development Director is an "at -will" employee of the City and serves at the pleasure of the City Manager. The position is considered a Department Director with responsibility for directing the activities of a Department with the City. Positions at this class level serve as a member of the City's senior management team and provide advice and counsel to the City Manager regarding strategic planning and problem solving issues relating to the assigned Department and the City overall.

### **EXAMPLES OF DUTIES**

*The following duties are typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.*

- Assumes full management responsibility for all Community and Economic Development Department services and activities including planning, building inspection and compliance, code enforcement, affordable housing, redevelopment agency and economic development operations and services.
- Develops, plans, coordinates, and manages the City's economic development program and initiatives regarding business assistance, attraction, retention, and expansion; sets annual program goals and objectives consistent with budget; plans, develops, and implements programs, plans, and policies to foster economic growth.
- Manages the development and implementation of departmental goals, objectives, and priorities for each assigned service area; recommends and administers policies and procedures.
- Establishes, within City policy, appropriate service and staffing levels; monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; allocates resources accordingly.
- Assesses and monitors workload, administrative and support systems, and internal reporting relationships; identifies opportunities for improvement; directs and implements changes.
- Selects, trains, motivates, and evaluates assigned personnel; provides or coordinates staff training; works with employees to correct deficiencies; implements discipline and termination procedures.
- Oversees and participates in the development and administration of the department budget; approves the forecast of funds needed for staffing, equipment, materials, and supplies; approves expenditures and implements budgetary adjustments as appropriate and necessary.
- Supervises and coordinates the environmental review and development review process for all private and public development activities in the City; assists in the development of the General Plan; coordinates and reviews plan changes and resolves sensitive, controversial and complex issues; solves problems with developers, property owners, the public, architects, engineers, and planners as

well as City Council and Planning Commission.

- Collaborates with City staff, public officials, business community, consultants, media, and citizens in the accomplishment of program objectives; maintains professional relationships with regional, county, and local economic development organizations; makes presentations to private sector executives, local agencies, community groups, and City Council regarding the business advantages and opportunities within the City.
- Works as the single point of contact with existing and prospective businesses, developers, brokers, and partners to facilitate business expansion in or relocation to the City; provides guidance to business throughout the development and permitting process; assists new and expanding businesses in site selection, acquisitions, and facility construction.
- Oversees building plan check, building inspection, and code enforcement, planning activities, and ensures compliance with appropriate laws, ordinances, and regulations.
- Monitors legislation and developments related to economic development matters; evaluates their impact on City operations and programs, and recommends and implements policy and procedural improvements.
- Prepares and reviews complex documents including development agreements, specific and master plans including financing implementation plans and related contracts; testifies in court as an expert witness for the City on development related matters.
- Explains, justifies, and defends department programs, policies, and activities; negotiates and resolves sensitive and controversial issues.
- Gathers, tracks, and analyzes local, regional, and state economic and market indicators and other data, draws appropriate conclusions, and makes appropriate recommendations; conducts research regarding economic conditions and trends in the local area and makes recommendations for programs and activities for the City; identifies target industries based on operating, workforce, distribution, and infrastructure criteria, and City objectives.
- Serves as a representative for the Department and City in coordination with governmental agencies, community organizations, and other stakeholder groups as a participant in meetings, committees, and other professional settings.
- Attends and participates in meetings, conferences, workshops, and training sessions; stays abreast of new trends and innovations in field expertise.
- Researches funding opportunities; coordinates and/or completes and submits grant applications; tracks grant-funded projects and requirements; processes and maintains paperwork and reimbursement requests in compliance with funding and reporting requirements.
- Responds to and resolves difficult and sensitive citizen inquiries and complaints.
- Performs related duties as required.

### **QUALIFICATIONS**

*The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.*

#### **Knowledge of:**

Planning, code enforcement, and related programs and functional areas; urban and regional planning, zoning, and development theory, principles, and practices and their application to a wide variety of municipal planning services; principles and practices of land use planning and development; pertinent

Federal, State, and local laws, codes, and regulations including land use and zoning codes and ordinances, Subdivision Map Act, and the California Environmental Quality Act; organizational and management practices as applied to the analysis and evaluation of programs, policies, and operational needs; methods and techniques of eliciting community participation in planning and development issues; engineering, drawing, architectural layout, site plan design, and topographic mapping criteria.

**Ability to:**

Manage and direct a comprehensive Community Development Department; provide highly complex and responsible staff support to the Planning Commission, the City Council, and other boards, commissions, and committees as assigned. Develop and administer departmental goals, objectives, and procedures; analyze and assess programs, policies, and operational needs and make appropriate adjustments; identify and respond to sensitive community and organizational issues, concerns, and needs; facilitate group participation and consensus building; prepare clear and concise administrative and financial reports; operate office equipment including computers and supporting word processing, spreadsheet, and database applications; communicate clearly and concisely, both orally and in writing; establish and maintain effective working relationships with those contacted in the course of work.

**Education and Experience** - *Any combination of education and experience that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:*

**Education/Training:**

A Bachelor's degree from an accredited college or university with major course work in urban or regional planning, environmental planning, public administration, business administration, or related field.

**Experience:**

Five (5) years of increasingly responsible experience in economic development, planning, business administration, redevelopment, or related field, including two (2) years of management or supervisory experience. A Master's degree may substitute for one (1) year of experience.

**License or Certificate:**

Possession of an appropriate driver's license.

Possession of certification as a professional planner from the American Institute of Certified Planners is highly desirable.

**PHYSICAL DEMANDS**

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; vision to read printed materials and a computer screen; and hearing and speech to communicate in person and over the telephone. This is primarily a sedentary office classification although standing in work areas and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects up to 25 pounds.

**ENVIRONMENTAL CONDITIONS**

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.

**WORKING CONDITIONS**

City employees are expected to work varying work schedules, weekends, evenings, and holidays, and may be called back to work, as required to accommodate the City's needs. Managerial and supervisory

employees are expected to be reasonably responsive during off-hours to provide their areas of assignment.