



# **City of Pacifica**

## **ECONOMIC AND HOUSING DEVELOPMENT SPECIALIST**

### **LIMITED TERM**

#### **DEFINITION**

Under general supervision, assists in the design and implementation of housing, economic and community development programs that will benefit the City; to assist property owners in acquiring loans and grants for financing home improvements; to process housing and commercial loans and grants; to manage assigned projects

#### **DISTINGUISHING CHARACTERISTICS**

This is the journey level class within the Housing and Economic and Housing Development Specialist series. Employees perform the full range of duties as assigned. Employees at this level receive only occasional instruction or assistance as new or unusual situations arise and are fully aware of the operating procedures and policies of the work unit.

#### **SUPERVISION RECEIVED AND EXERCISED**

Receives general supervision from the Economic and Housing Development Manager.  
May exercise technical or functional supervision over less experienced staff.

#### **ESSENTIAL FUNCTIONS - INCLUDE BUT ARE NOT LIMITED TO THE FOLLOWING:**

Implements and monitors economic and housing development programs and projects.  
Prepares studies, business surveys, and other documents for the Economic and Housing Development program;  
Conducts research and analysis and prepares reports, memorandums, and letters on assigned programs or projects.  
Researches and identifies grants, prepares grant application documents, processes received awards, and monitors grant compliance.  
Acts as a liaison with local businesses to maintain an accurate and current inventory of businesses within the community.  
Conducts financial analysis of proposed real estate and business development projects.  
Assists with the development and implementation of business recruitment strategies.  
Assists with the marketing and promotion of City programs and events; prepares informational

materials for business community outreach and engagement.

Reads, understands, and explains complex legislation, regulations, ordinances, contracts, and financial documents.

Provides technical assistance to various parties and groups, such as small business owners, business associations, citizen groups and other City departments and divisions, related to the City's economic and housing development programs and projects.

Assists in the coordination of the City's economic and housing development activities and efforts with other public agencies, business community, and community groups.

Establishes and maintains work plans, expenditure reports, and project schedules, and monitors for compliance with local, state, and federal regulations.

Assists with or manages special programs and projects as assigned.

Performs other duties as assigned.

## **QUALIFICATIONS**

### **Knowledge of:**

- Principles and practices of economic, community and housing development.
- Federal, state, local, and other resources for economic, community and housing development and business assistance.
- Applicable City, local, state, and federal ordinances, guidelines, codes, laws and regulations pertinent to economic, community and housing development.
- Principles and practices of marketing and marketing research; implementation of marketing and outreach efforts.
- Principles and practices of business finance, budgeting, and business arithmetic.
- Grants preparation and monitoring.
- Principles and practices of research and analysis methods.
- Business retention, expansion, and attraction methods.
- Principles and practices of negotiation methods and contract administration.
- Principles of economic development opportunities and challenges in the San Francisco Bay Area.

### **Skill/Ability to:**

- Read, understand, interpret, and apply applicable City, local, state, and federal ordinances, guidelines, codes, legislation, laws and regulations pertinent to economic development.
- Perform research and collect and analyze data, including financial analysis and technical information.
- Assist with negotiations with building owners, contractors, and developers and develop appropriate contracts for programs and projects.
- Prepare clear, effective, and accurate reports, correspondence, and other written materials.
- Establish and maintain cooperative-working relationships with those contacted in the course of work.
- Develop effective marketing and outreach materials and programs.
- Maintain complete and accurate records.
- Set priorities, meet deadlines, and make sound decisions on a variety of matters.
- Represent the City effectively in contacts with elected and foreign officials, representatives of other agencies, City departments, and the public.
- Communicate effectively, both orally and in writing, to assimilate, understand, and convey information
- Operate a personal computer and its associated applications.

### **Experience and Training Guidelines**

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

#### **Experience:**

Three years of progressively responsible experience involving economic development, housing, retail and commercial development, and marketing/marketing research.

#### **Training:**

Equivalent to a Bachelor's degree in business administration, public administration, economics, political science, urban planning or a related field. A Master's degree from an accredited college or university with major coursework in public policy, real estate development, city or urban planning may substitute for one year of experience.

### **Licenses and Certification**

Possess and maintain a valid California Driver's license.

## **ADDITIONAL INFORMATION:**

### **Physical Skills**

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer, to operate a motor vehicle, and to visit various City and meeting sites. Able to use standard office equipment, including a computer; sit, stand, walk, kneel, crouch, stoop, squat, crawl, twist, and climb; lift and carry 50 pounds; vision to read printed materials and a computer screen; hearing and speech to communicate in person, over the telephone, and to make public presentations.

Ability to drive safely to different sites and locations; maintain a safe driving record; work protracted and irregular hours; attend evening meetings as needed.

### **Work Environment**

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.

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<b>Job Title:</b>	Economic and Housing Development Specialist
<b>Reports To:</b>	Economic and Housing Development Manager
<b>Job Type:</b>	Full-time (40 hours per week / 2080 hours per year)
<b>FLSA Status:</b>	Exempt
<b>Bargaining Unit:</b>	UNREP
<b>Adopted:</b>	06/23/2025