



## **CHIEF FINANCIAL SUSTAINABILITY OFFICER**

### **DEFINITION**

Direct and lead the activities and operations of the City's finance and economic development efforts; coordinate assigned activities with other departments, divisions and outside agencies; and provide highly responsible and complex administrative support to the City Manager's Office.

### **DISTINGUISHING CHARACTERISTICS**

This is a full-time, senior management position that requires significant leadership, administrative, analytical, and technical skills. This position serves as the Chief Financial Officer and may serve as required City Designations and/or Acting City Manager as assigned.

### **SUPERVISION RECEIVED/EXERCISED**

Receive administrative direction from the City Manager or designee. Exercise direction and supervision over management, professional, administrative, and technical staff members.

### **ESSENTIAL AND IMPORTANT DUTIES**

*Duties may include but are not limited to the following:*

#### **Finance:**

- Plan, direct, organize and coordinate all Finance Division activities including annual audit, accounting, budgeting, investment, payroll, purchasing, business license programs, etc.
- Direct and manage the City budget, including revenue forecasting, fiscal sustainability techniques, departmental budget reviews and budget recommendations.
- Monitor the adopted budget and prepare mid-year budget reviews.
- Prepare comprehensive annual Financial Statements, including narrative, financial and statistical data.
- Oversee, coordinate, and provide information required for the annual City financial audit; respond to and implement auditor's recommendations.
- Oversee all internal accounting control functions.
- Oversee General Liability for the City and coordinate loss control procedures to reduce liability.
- Manage the City's investment portfolio; ensure that investments meet the City's policy guidelines and that adequate cash is available to meet obligations.
- Conduct legislative analysis to determine the effect of proposed legislation on City financial processes; implement policies and procedural changes as required.
- Evaluate, implement, and monitor computerized accounting and financial systems.

#### **Economic Development:**

- Plan, direct, organize and coordinate all Economic Development Division activities.
- Manage and update the Economic Development Strategic Plan.
- Serve as staff to the City Council appointed Economic Development Committee.

- Prepare and maintain demographic and market data and trends; respond to inquiries regarding economic data and trends; develop and provide resources for retail, hotel and other commercial development opportunities.
- Actively engage with the business community and act as liaison to the Pacifica Chamber of Commerce.
- Provide leadership and resources for the active participation of business and community representatives in marketing the City to visitors, developers and other businesses.
- Develop programs to attract quality developers/development projects to the City.

**General:**

- Form and maintain excellent working relationships throughout the City, both internally and externally. Develop positive relationships and partnerships that embrace public participation and engagement.
- Create and successfully implement a communication strategy; provide clear and consistent information, update access to information, and develop tools for customers to successfully navigate processes with a strong emphasis on customer service and respect.
- Assist the City Manager's Office with the administration and operation of the City wide financial sustainability and economic development efforts.
- Research and develop new revenue opportunities, support revenue diversification through economic development, enterprise cost recovery, fee for service programs and tax enforcement.
- Assist in managing the development and implementation of division goals, objectives, policies, processes, and priorities.
- Provide administrative direction for activities relating to the effective utilization of programs, personnel, resources, facilities and equipment.
- Contribute to the overall quality of the division services by developing, reviewing and implementing policies and procedures to meet legal requirements, best practices and City needs.
- Research, analyze, evaluate, develop, and implement best practices designed to protect and support financial sustainability and economic development efforts.
- Meet with key staff to share information, to discuss issues (current, emerging, potential) regarding projects, policies, and programs and to determine priorities and resource management issues on a regular basis.
- Provide high-level staff support and act as City liaison with appropriate regulatory agencies, government entities, contractors, and others as needed.
- Plan, organize, administer, review and evaluate the work of professional and office support staff.
- Serve as a Disaster Service Worker, as required.
- Perform related duties and responsibilities as required and other duties as assigned.

**EMPLOYMENT STANDARDS:**

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

**Education and Training:**

Graduation from an accredited college or university with a Bachelor's Degree in Accounting, Economics, Finance, Public or Business Administration or a related field. A graduate degree in a related field is highly desirable.

**Experience:**

Seven (7) years of professional experience related to financial management or economic development, or related field that demonstrates an increasing amount of responsibilities. Municipal government experience is highly desired.

**Licenses:**

- Possession and maintenance of a California Class C driver's license and have a satisfactory driving record.
- Possession of a valid licensed Certified Public Accountant designation is highly desired.

**Advanced Knowledge of:**

- Principles, practices and techniques of public administration, including the operations and functions of municipal government.
- Modern principles and practices of technical and legal issues of municipal finance and budgeting.
- Principles and practices of public agency financial operations, including budgeting, investment, treasury, general and governmental accounting, auditing and reporting functions.
- Principles, practices and techniques of economic and community development, land development, land use economics, demographic research, and grant writing.
- State, Federal and regional grant programs pertaining to economic development
- Applicable laws, codes and regulations.
- Techniques for effectively representing the City in contacts with governmental agencies, community groups and various business, professional, regulatory and legislative.
- Practices of researching fiscal sustainability and economic development issues, evaluating alternatives, making sound recommendations, preparing findings, and presenting effective staff reports.
- Principles of effective public relations and interrelationships with various community groups and stakeholders.
- Effective leadership techniques and practices.
- Techniques for effectively representing the City in contacts with governmental agencies, community groups and various business, professional, regulatory and legislative organizations.
- Modern office practices, methods, and computer equipment and applications related to the work.
- English usage, grammar, spelling, vocabulary and punctuation.

**Skill/Ability to:**

- Analyze complex budgetary, management or operational problems and propose solutions.
- Make important judgments with regard to varied business matters of significance to the City.
- Think analytically and creatively.

- Devise effective and efficient operation methods or procedures.
- Identify opportunities for process improvement and make recommendations to enhance governmental operations.
- Interpret and accurately apply applicable Federal, state, and local policies, procedures, codes, laws, ordinances and regulations.
- Oversee the planning, development and implementation of a City-wide financial and administrative information technology plan.
- Maintain an effective investment portfolio within the guidelines established by the City.
- Maintain accurate financial records and preparing clear and accurate reports for informational, auditing and operational use.
- Select, train, motivate and evaluate the work of staff.
- Develop and implement goals, objectives, policies, procedures, work standards and internal controls.
- Effectively represent the City in meetings with governmental agencies, contractors, vendors, and various business, professional, regulatory and legislative organizations.
- Take a proactive approach to customer service issues and hold others within the department accountable for this effort.
- Maintain confidentiality regarding sensitive information.
- Communicate clearly and concisely, both verbally and in writing, which includes preparing and presenting clear, well-organized and concise reports.
- Establish and maintain cooperative and effective working relationships with those contacted in the course of work.
- Model and coach others in correct City safety practices and identify, correct and report safety hazards.
- Work in a standard office environment with some ability to sit/stand for long periods of time, with prolonged exposure to a computer screen and extensive public contact.
- Travel to different sites and locations.
- Work evenings and weekends, and respond off-hours to various emergency situations.
- Serve as a Disaster Service Worker.

**Adopted Date:** 11/09/2020

**Status:** Exempt

**Bargaining Unit:** N/A – Unrepresented

**Revised Dates:**

**Former Titles:**

**Abolished:**

**Resolutions:**