

ECONOMIC DEVELOPMENT MANAGER

Approved: June 2025

FLSA: Exempt

Unit: Unrepresented Management



Definition
Under general direction, develops, organizes, and leads citywide economic development program; fosters and maintains strong working relationships and partnerships with businesses, property owners, developers, government agencies, community groups, and others to develop and implement strategies and programs for business attraction, retention, and expansion efforts; collaborates with all City departments to facilitate economic development-related projects, permits, and more; analyzes and maintains current data on economic development topics, such as tax revenue, vacancy rates, and employment trends; creates and implements marketing and engagement programs to further the City's economic development goals and promote the City as a business destination; administers current and long-term planning activities; provides highly complex and responsible support and recommendations to the Assistant City Manager, City Manager and management in areas of expertise; ensures compliance with federal, state, and local regulations related to economic development; and performs related work as required.
Supervision received and exercised
Receives general direction from the Assistant City Manager. Exercises supervision over professional, technical, and administrative support staff.
Class characteristics
This is a management classification that oversees, directs, and participates in the development of all programs and activities of the economic development division as well as continuous improvement of citywide economic development efforts. This class provides assistance to the City Manager's Office in a variety of administrative, coordinative, analytical, and liaison capacities. Responsibilities include development, implementation, and administration of policies, procedures, programs, and services; budget administration and reporting; contract administration and program evaluation; and coordination of activities across departments and other partners and stakeholders. Successful performance of the work requires knowledge of public policy and municipal functions and activities, including the role of an elected city council, and the ability to develop, oversee, and implement projects and programs in a variety of areas. The incumbent is accountable for accomplishing economic development division planning and operational goals and objectives; and for furthering City goals and objectives within general policy guidelines.
Examples of typical job functions (illustrative only)
<p>Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.</p> <ul style="list-style-type: none">• Develops, directs, and coordinates the implementation of goals, objectives, procedures, and work standards for the economic development division; establishes, within City policy, appropriate budget to achieve economic development goals.• Develops and manages division budget; tracks grant spending; implements citywide grant programs that require administrative oversight and reporting.• Monitors program operations and staff activities for compliance with federal, state and local laws, regulations and ordinances.• Prepares requests for qualifications and requests for proposals; reviews proposals to ensure conformity with state law, local ordinances and departmental policy.• Prepares, negotiates and administers contracts for, and coordinates and monitors, the work performed by outside consultants.• Leads and supports citywide and interdepartmental initiatives and projects.• Serves as a liaison to City departments, the public, and outside agencies regarding economic development issues, policies, and efforts.• Serves as the primary liaison to the business community for inquiries on City programs, processes, and support, including permitting and processing of economic development projects. Ensures businesses receive support throughout permitting and construction processes.• Forms partnerships with a range of stakeholders and government agencies and represents the City Manager's Office in interdepartmental, interagency, and public meetings.• Represents the City in meetings and events with representatives from other jurisdictions and agencies, private sector organizations, non-profits, community groups, and members of the general public.

- Attends and participates in professional group meetings and committees; stays up-to-date on new trends and innovations in the field of economic development; researches emerging products and enhancements and their applicability to City needs.
- Responds to media inquiries.
- Conducts a variety of studies, needs assessments, surveys and research; identifies future sustainability project and program needs.
- Conducts research, maintains data, and analyzes and interprets market information to assess trends in the economy using complex data, such as tax revenue, indicators of economic health, real estate trends, and employment.
- Responds to inquiries regarding economic data and resources relating to development opportunities.
- Develops marketing strategies designed to promote the City's economic opportunities and to market the City as a destination for both businesses and visitors.
- Prepares reports, recommendations, and presentations for City staff, City Council, advisory bodies, business and community groups, and the public. Prepares, reviews, and presents various management and information updates, and reports on special projects.
- Provides highly complex professional staff assistance to the City Manager's Office and City Council; prepares and presents staff reports and other necessary correspondence to City staff at all levels, City Council, boards, and commissions; ensures the proper documentation of activities.
- Inspects and participates in new development and capital improvement projects, including involving and communicating with community, monitoring budget, monitoring compliance with regulations, reviewing documentation, and managing contractors and consultants.
- Monitors changes in laws, regulations and technology that may affect City or division operations; implements policy and procedural changes as required.
- Maintains and directs the maintenance of working and official program files.
- Creates, coordinates, and implements special projects.
- Plans, organizes, assigns, and reviews the work of assigned staff in the development and maintenance of economic development programs.
- Performs other duties as assigned.

Qualifications

Knowledge of

- Principles, practices, and techniques of economic development and public administration.
- Principles and practices of written communication as well as visual and digital communication techniques, ensuring that work products are clear, usable and effectively convey the intended messages and information.
- Well-developed and effective presentation and communication skills.
- Principles and practices of strategic planning and process improvement.
- Principles and practices of budget development, administration and accountability.
- Practices of researching economic development issues, evaluating strategies and alternatives, making sound recommendations.
- Principles and procedures of record-keeping, technical report writing, and preparation of correspondence and presentations.
- Modern office practices and methods, including computer equipment, web-based programs and software relevant to work performed.
- English usage, grammar, spelling, vocabulary, and punctuation.
- Techniques for effectively representing the City in contacts with various business, community, other public individuals, and various regulatory and legislative organizations.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and City staff.
- Applicable federal, state and local laws, codes, ordinances, policies, and procedures relevant to assigned area of responsibility.
- Principles and practices of employee and consultant supervision, including work planning, assignment, review and evaluation, discipline, and the training of staff in work procedures.

Ability to

- Plan, organize, direct, and coordinate interdepartmental teams to achieve economic development goals.
- Select, train, motivate, and evaluate the work of staff.
- Create work plans and oversee implementation of consultant work products.
- Collaborate with a range of City departments and staff to efficiently process business inquiries, applications, and permits.

- Initiate and complete visioning processes for future economic development goals, and effectively administer a variety of economic development programs, projects and activities.
- Understand, interpret, and successfully communicate both orally and in writing, pertinent program policies and procedures.
- Communicate effectively with a large variety and sizes of businesses, from small, local businesses, to multinational technology companies, which have a variety of unique business needs.
- Develop and manage budgets.
- Establish and maintain effective working relationships with elected officials, staff at all levels, and within the community.
- Represent the City to larger economic development groups and government agencies and maintain working knowledge of the latest economic development strategies employed in the region.
- Respond to inquiries, complaints, and requests for service in a fair, tactful, and timely manner.
- Conduct research projects, evaluate alternatives, make sound recommendations, and prepare effective technical staff reports.
- Maintain complex data sets from a variety of trusted sources to best inform economic development strategy and produce regular reports for management.
- Prepare clear and concise reports, correspondence, policies, procedures, and other written materials.
- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities and meet critical time deadlines.
- Attend meetings and events outside of regular business hours.
- Operate modern office equipment including computer equipment and software programs relevant to work performed.
- Establish and maintain a variety of filing, record-keeping and tracking systems.
- Use English effectively to communicate in person, virtually, over the telephone and in writing.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural and legal guidelines.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Education and experience

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

- Equivalent to graduation from an accredited four-year college or university with major coursework in business administration, public policy or administration, economics, urban planning, or closely related field; five (5) years of increasingly responsible experience in a related field. A Master's degree in a field as listed above may substitute for one (1) year of the required experience.

Licenses and certifications

- Possession of a valid California driver license and a satisfactory driving record.

Physical demands

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 sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, before groups, virtually, and over the telephone. Standing in and walking between work areas is frequently 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 frequently bend, stoop, kneel, and reach to perform assigned duties, as well as 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 with the use of proper equipment.

Environmental elements

Employees work in an office environment with moderate levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees are also outside with the public and may be exposed to variable temperatures and weather conditions. Employees may interact with upset members of the public in interpreting and enforcing city policies and procedures.