



City of Woodland

ECONOMIC DEVELOPMENT MANAGER

DEFINITION

To manage the Economic Development program including professional level assignments in research, analysis, planning, and implementation of economic development activities for the City. Recruit, retain, and facilitate expansion of businesses within the community in compliance with approved economic development plans.

SUPERVISION RECEIVED AND EXERCISED

General supervision is provided by the City Manager or designee. Responsibilities may include direct and indirect supervision of professional, technical, and clerical staff. Also provides management and supervision of consultant contracts. Exercises discretion and independent judgment with respect to assigned duties.

EXAMPLES OF DUTIES:

The following are typical duties performed by the position, not an all-inclusive or limiting list:

ESSENTIAL JOB DUTIES

Design, recommend and implement the City's economic development program. Monitor and report on progress toward achievement of goals and objectives. Conduct research regarding economic conditions and trends in the local area and makes recommendations for programs and activities for the City. Confer with department officials, public officials, business community, consultants, media and citizens in the accomplishment of program objectives. Develop and conduct a wide variety of outreach efforts. Prepares a variety of comprehensive studies, proposals and marketing programs including business retention and expansion; recruitment and attraction. Conduct special studies and prepare detailed reports. Monitor legislation and developments related to economic development. Facilitate fast tracking of high priority economic development projects. Assist new and expanding businesses in site selection, acquisitions and facility construction. Develop strategies to retain existing businesses within the community. Meet and negotiate complex disposition and development agreements and owner participation agreements with developers and property owners. Resolve difficult economic development related problems and questions. Serve as staff to the City Council, staff liaison to the Planning Commission, Historic Preservation Commission, and other boards, commissions and committees in

citywide Economic Development matters, including the preparation and presentation of reports and recommendations. Build and maintain positive working relationships. Work with business owners, investors and developers to encourage and facilitate new investment in the community. Maintain professional relationships with regional, county and local economic development organizations. Develop and keep accurate record of economic development activities and prepare written quarterly reports. Regular and consistent attendance.

OTHER JOB FUNCTIONS

Assist the Redevelopment Manager as assigned. Supervise, coordinate and participate in the preparation of requests for proposals, interview of consultants, and contract negotiation for various services. Analyze urban design and economic issues for various development projects, and evaluate real estate financing proposals and development pro formas. Establish schedules and specific plans for the implementation of development on identified sites including timelines, public notices and public participation opportunities, and coordinate other resources on both, private and public projects. Prepare long term economic development recommendations and plans. Assist in the preparation and implementation of various planning documents. Represent the City in the community and at professional meetings as required. Set annual program goals and objectives consistent with budget. Perform related duties as assigned.

QUALIFICATIONS

Knowledge of:

Principles, best practices and purposes of community development, economic development and redevelopment. Applicable Federal, State, and local planning laws and regulations, including applicable environmental laws and regulations. Principles and practices of real estate laws, real estate development, and redevelopment, business recruitment and economic development. Principles and practices of marketing techniques. Development, construction and operating costs for commercial development. Codes, ordinances, resolutions, laws, recent developments, current literature and sources of information related to economic development. Principles of grant application and proposal preparation. Contract preparation and administration. Operation and programs of a personal computer

Skill to:

Plan, coordinate, and prioritize a variety of projects, including the work of consultants and coordinating with staff and regulatory entities. Persuade and motivate individuals and groups toward the successful accomplishment of shared goals and objectives. Provide information to the general public regarding economic development activities. Collect and analyze data and develop complex plans and reports; formulate land use policies for potential projects. Evaluate meeting preparation material; prepare agendas for a variety of planning projects for presentation to appropriate commissions, boards and committees. Establish and maintain effective work relationships with those contacted in the performance of required duties. Promote a cooperative, professional customer service team environment.

Ability to:

Analyze economic studies, financial statements, marketing studies, proformas, plans, specifications and related documents. Prepare marketing programs and promote the City. Negotiate contracts. Interpret, analyze, apply and articulate relevant laws, rules, contracts, ordinances, regulations and guidelines. Develop cooperative public relations with contractors, developers, business owners, and the general public. Analyze and compile technical and statistical information; prepare clear and concise technical reports. Maintain database relevant to activities. Analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations in support of goals. Ensure compliance with Federal, state and local rules, laws and regulations.

Minimum Education and Experience

Education:

Bachelor's Degree from an accredited college or university with major work in planning, economic development, redevelopment or related field.

Experience:

Four years of increasingly responsible experience in planning, economic development, redevelopment or related field.

License or Certificate

Possession of a valid California Driver's License.

Council Action: 1/6/2009