CITY OF YUBA CITY **JANUARY 2009**

ECONOMIC DEVELOPMENT MANAGER

I. Position Identification:

A) Title: Economic Development Manager

B) Bargaining Unit: Contracted Position

C) Customary Work Hours: As defined by negotiated employee agreement

D) Customary Work Days: As defined by negotiated employee agreement

E) Reports To: City Manager; Assistant City Manager

F) Directs the Work Of: Departmental staff as assigned

G) Education and/or Experience Requirements:

Any relevant combination of education and experience that would demonstrate the knowledge and skills as outlined. Substitution of qualifying education and experience may be made at the sole discretion of the City:

Education and Experience: Equivalent to graduation from a four (4) year college or university with major coursework in business or public administration, economics, planning or a field related to the work and five (5) years of professional experience in dealing with economic development issues, including three (3) years at a management or administrative level or equivalent is preferred. Possession of an advanced degree and experience in a public agency or private enterprise serving development/marketing activities is desirable.

Licenses and/or Certificates Required: Must possess a valid California Class C driver's license and have a satisfactory driving record.

II. FLSA Status: Exempt

III. Position Summary:

The Economic Development Manager receives general direction from the City Manager's Office within a framework of broad policies, procedures, established organizational values, and processes. Develops, organizes and administers programs that encourage economic development in the City consistent with City policy; develops strategies to improve the economic strength of the City through business development, retention and expansion, job creation and the promotion of tourism; and performs related work as assigned. May provide direct supervision to an Administrative Assistant, interns, or other staff as assigned.

The Economic Development Manager position is distinguished from other management classes by its extensive involvement in major and sensitive projects, policies and other highly visible issues, both internally and within the community and region. This single position class develops and implements a wide variety of programs for the benefit of residents, businesses, employees and visitors. Responsibilities include representing the City in a variety of meetings and public forums regarding the support of local business, industry, downtown, tourism, and job development. The position supports programs and projects to strengthen City revenues, particularly sales and transient occupancy tax, and works with development review staff to address issues and problems. The position may be contracted for a defined period of time or filled on an ongoing basis at the discretion of the City Manager.

IV. Essential Functions:

1. Plans, organizes, coordinates and administers a comprehensive and coordinated program aimed at encouraging economic development for the City.
2. Develops an annual Economic Development Work plan in conjunction with the Economic Development Commission.
3. Reviews and develops policies related to the underlying strength of the City's economy.
4. Implements business retention, expansion, and targeted recruitment strategies.
5. Identifies community employment needs and implements job creation efforts that match the skills and needs of current residents.
6. Communicates the elements of the City's economic development strategy to diverse groups and builds consensus for this strategy.
7. Develops and prepares informational brochures and other materials describing the community and provides information on economic development activities for the City web site.
8. Contacts businesses interested in locating to the community; initiates recruitment efforts to attract businesses that meet the City's job creation goals; assists businesses by expediting local permit approvals.
9. Serves as staff support to the Economic Development Commission.
10. Attends meetings, workshops, conferences and seminars on economic development; serves as an advocate for businesses within the City.
11. Establishes and maintains contact with other City, County and statewide economic development organizations and serves as team leader on specific projects related to economic development.
12. Coordinates and facilitates major development projects and works closely with other City departments on these projects.
13. Coordinates and facilitates the promotion of tourism to the City.
14. Monitors and assists in facilitating permit processing activities.

15. Plans, organizes, administers, reviews and evaluates the work of professional, technical and/or office support staff as required.
16. Tracks and analyzes legislation pertaining to economic development; recommends policy and procedural changes to implement adopted legislation.
17. Prepares reports, graphic representations and statistical summaries on issues related to economic development and makes presentations to the City Council, Economic Development Commission, business and community organizations and other stakeholders regarding these issues.

V. Collateral Functions:

Performs related duties and responsibilities as required.

VI. Job Related and Desirable Experience:

A. Knowledge of:

- Principles and practices of economic development and business recruitment, retention and expansion.
- Principles and practices of marketing.
- Federal, state and local programs and opportunities to cooperatively develop and enhance the economic strength of the City.
- Planning and community development issues and practices related to economic and job development.
- Financing trends, practices and resources in economic development.
- Principles and practices of urban planning and community development, including community issues related to economic development.
- Techniques for effectively representing the City in contacts with governmental agencies, community groups and various business, professional, regulatory and legislative organizations.
- Techniques for providing a high level of customer service to the public local businesses.
- Understanding of motivational and team building principles.

B. Skills at:

- Planning, organizing, coordinating and administering comprehensive and coordinated programs aimed at encouraging sustainable economic development for the City.
- Designing, developing and implementing targeted business recruitment, retention and expansion programs.
- Identifying community employment needs and implementing recruitment strategies and job creation efforts that match the skills and needs of current residents.

- Contacting businesses interested in locating in the community and initiating recruitment efforts to attract businesses.
- Establishing and maintaining effective contacts with other City, County and statewide economic development organizations.
- Identifying and implementing appropriate funding resources and strategies.
- Monitoring and assisting in facilitating permit processing activities.
- Planning, directing and reviewing the work of staff on a project basis.
- Making effective presentations to the City Council, commissions, community and business organizations and other stakeholders regarding these issues.
- Preparing accurate and effective reports, policies, procedures and other written materials.

C. Ability to:

- Analyze legislation pertaining to economic and job development.
- Serve as an effective advocate for business within the City.
- Communicate the City's economic development strategy effectively to diverse groups and building consensus for this strategy.
- Use sound independent judgment within general legal, policy and procedural guidelines.
- Establish and maintain effective relationships with those contacted in the course of the work.

VII. Physical Demands/Qualifications:

Must possess mobility to work in a standard office setting, to use standard office equipment and to move between various office and meeting locations; strength to lift and carry office materials weighing up to ten pounds; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, over the telephone, and before groups.

VIII. Environmental Conditions:

Working conditions in the office are clean, well lit and free from extremes of temperature and humidity. While performing the duties of this job, the employee may occasionally work in outside weather conditions.