CITY OF SAN JUAN CAPISTRANO

ECONOMIC DEVELOPMENT/REDEVELOPMENT MANAGER

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job.*

DEFINITION

To direct, manage, supervise and coordinate a variety of Economic Development programs including business development, tourism, community development, public relations and public improvement projects; to administer and implement the City's Redevelopment Plan; to coordinate assigned activities with other divisions, departments and outside agencies; to provide entrepreneurial action on behalf of the City, working in partnership with property owners and the business community to increase private investment; and to provide highly responsible and complex administrative support to the City Manager.

SUPERVISION RECEIVED AND EXERCISED

Receives administrative direction from the City Manager.

Exercises direct supervision over clerical staff.

ESSENTIAL FUNCTION STATEMENTS. *Essential responsibilities and duties may include, but are not limited to, the following:*

Essential Functions:

1. Assumes management responsibility for a variety of Economic Development and Redevelopment programs including downtown revitalization efforts, the creation of new affordable housing contracts, disposition of City and Agency surplus property, business development, tourism, community development, public relations and public improvement projects.

2. Plans, briefs, advises, and reports to Executive Staff, City Boards, Commissions, and City Council on matters pertaining to Economic and Redevelopment Plan implementation, priority projects, and programs.

3. Prepares and develops plans, reports, budgets, agreements, ordinances, hearing notices, and resolutions for various projects, programs, and activities; reviews, analyzes, and studies proposals, development plans, planning documents, environmental impact reports, legislation, development pro-format, maps, and blueprints when applicable.

4. Manages and participates in the development and implementation of goals, objectives, policies and priorities for economic development programs; recommends and administers policies and procedures.

5. Monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; recommends, within departmental policy, appropriate service and staffing levels.

6. Plans, directs, coordinates and reviews the work plan for economic development staff; assigns work activities, projects and programs; reviews and evaluates work products, methods and procedures; meets with staff to identify and resolve problems.

7. Develops and updates the City's economic development strategic plan; designs and manages programs to promote, expand, and retain the business community and a positive City image; designs and implements marketing and promotional strategies.

8. Manages and implements public improvement projects related to the local business community and supporting the City's economic development plan; coordinates special City-sponsored events.

9. Coordinates community development activities with those of other divisions and outside agencies; serves as liaison and advocates to the business community, property owners and developers; conducts, hosts, coordinates, and facilitates meetings with corporate executives, developers, property owners, business leaders, brokers, government officials, and dignitaries.

10. Coordinates media relation activities; prepares press releases, public service announcements and related materials; responds to questions from media representatives and the general public.

11. Selects, trains, motivates and evaluates economic development personnel; provides or coordinates staff training; works with employees to correct deficiencies; implements discipline and termination procedures.

12. Oversees and participates in the development and administration of the annual budget; participates in the forecast of funds needed for staffing, equipment, materials and supplies; monitors and approves expenditures; implements adjustments.

13. Serves as the liaison for economic development functions with other divisions, departments and outside agencies; negotiates and resolves sensitive and controversial issues.

14. Serves as staff on a variety of boards, commissions and committees; prepares and presents staff reports and other necessary correspondence.

15. Provides responsible staff assistance to the City Manager.

16. Attends and participates in professional group meetings; stays abreast of new trends and innovations in the field of economic and community development.

17. Responds to and resolves difficult and sensitive citizen inquiries and complaints.

18. Performs related duties and responsibilities as required.

QUALIFICATIONS

Knowledge of:

Operational characteristics, services and activities of an economic development program.
Land use and entitlement.
Redevelopment laws and legislation.
Principles and practices of public administration.
Principles and practices of program development and administration.
Methods and techniques of urban planning.
Methods and techniques involved in the coordination of various community and economic development projects.
Principles and applications of public relations.
Principles and practices of municipal budget preparation and administration.
Principles of supervision, training and performance evaluation.
Pertinent Federal, State and local laws, codes and regulations.

Skill in:

Overseeing and participating in the management of a comprehensive economic development program.
Overseeing, directing and coordinating the work of lower level staff.
Selecting, supervising, training and evaluating staff.
Interpreting and explaining economic and community development policies and procedures.
Coordinating and implementing various special projects and events designed to promote community and economic development.
Participating in the development and administration of goals, objectives and procedures.
Preparing and administering large program budgets.
Influencing and motivating other staff, outside groups, and property owners.
Preparing clear and concise administrative and financial reports.
Analyzing problems, identifying alternative solutions, projecting consequences of proposed actions and implementing recommendations in support of goals.
Researching, analyzing and evaluating new service delivery methods and techniques.
Interpreting and applying Federal, State and local policies, laws and regulations.
Communicating clearly and concisely, both orally and in writing.
Establishing and maintaining effective working relationships with those contacted in the course of work.

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:

Five years of experience in administering and implementing economic/redevelopment programs and urban planning including two years of administrative and supervisory responsibility.

Training:

Equivalent to a Bachelors degree from an accredited college or university with major course work in business administration, economic development, urban planning or a related field.