

Economic Development Manager

Purpose of the role:

Under administrative direction, plans, organizes, and manages the activities and operations of the City's Economic Development function and programs; designs, implements, and monitors programs that encourage economic development in the City consistent with City policy; reviews and develops policies related to the underlying strength of the City's economy; develops and implements specific business retention, expansion, and recruitment programs; coordinates assigned activities with other divisions, departments, and outside agencies; provides highly responsible and complex administrative support to the City Manager; and performs related duties as assigned.

Distinguishing Characteristics:

The Economic Development Manager is a Division manager in the City Manager's Office with responsibility for planning, organizing, and implementing sensitive and complex public-private economic development programs. The incumbent is responsible for skillfully articulating and promoting the City's economic vision in attracting new business and industry, as well as maintaining effective working relations with existing business, industry, and property owners. Incumbents in this class are responsible for developing and implementing the Division's goals and objectives and for planning, organizing, and directing the work of subordinate staff. Assignments are broad in scope and are carried out with a significant degree of latitude and independence. The incumbent has considerable latitude for the exercise of independent judgment in carrying out assigned responsibilities and in meetings with department heads, outside agencies, community and civic groups, consultants and others.

The following duties are typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.

Essential Duties and Responsibilities:

- Plans, organizes, controls, integrates, and evaluates the Economic Development Division activities and operations within the City Manager's Office; develops, implements, and monitors long-term plans, goals, and objectives focused on achieving the City's mission and priorities; manages and directs the development, implementation, and evaluation of plans, policies, systems, and procedures to achieve annual goals and work standards.
- Selects, trains, motivates, and evaluates assigned personnel; provides or coordinates staff training; works with employees to correct deficiencies; implements discipline and termination procedures.
- Plans and evaluates the performance of assigned staff; establishes performance requirements and personal development targets; regularly monitors performance and provides coaching for performance improvement and development; recommends compensation and other rewards to recognize performance; recommends disciplinary action, up to and including termination, in

accordance with the City's Personnel Rules and Regulations.

- Monitors and evaluates the efficiency and effectiveness of service delivery methods and procedures; recommends, within departmental policy, appropriate services and staffing levels.
- Provides leadership and works with staff to develop and retain highly competent, customer service-oriented staff through selection, compensation, training, and day-to-day management practices that support the City's mission and values.
- Participates in the development of the Department's annual budget; forecasts funds needed for the Division's staffing, equipment, materials, and supplies; approves Division expenditures and implements budgetary adjustments as appropriate and necessary.
- Researches the economic development needs of the community; recommends the establishment of economic development goals and priorities; develops and prepares effective marketing brochures and other materials that provide a clear definition of the City's advantages, needs and requirements.
- Communicates the elements of the City's economic development strategy to diverse groups; builds consensus as a facilitator of this strategy.
- Engages in a variety of activities designed to retain local businesses and attract outside businesses to complement the local economy; coordinates the retention activities of industrial, retail, and business enterprises in the City of Thousand Oaks.
- Initiates contact with businesses interested in investing in the community; initiates efforts to attract businesses that meet the City's job requirements and also match the skills and needs of current residents; assists businesses in expediting local permit approvals.
- Analyzes the needs of present and prospective employers; coordinates efforts to address these needs with the private industry and local educational institutions; works with local business support groups to assist in meeting public and private goals.
- Serves as the liaison between the City and the business community to develop and maintain a viable business and economic climate; establishes and maintains communications and cooperative efforts with local businesses and business organizations.
- Facilitates relations between the private sector and City departments, including the Community Development Department and Public Works Department; assists in the resolution of development issues; monitors and assists in improving the City's communication, customer service, and permit processing activities.
- Coordinates economic development activities with other City departments as well as county, state, and federal agencies; coordinates with non-profits and other governmental entities throughout the county to foster collaboration on economic development matters.
- Maintains knowledge of local economy and works with local development community; remains informed about ongoing development and redevelopment projects; provides information to City Council and City management staff.
- Prepares applications for grants or loans for economic development

activities.

- Serves as a team leader on special projects related to economic development; provides staff support to any business advisory committee established from time to time by the City Council.
- Represents the City Manager and Assistant City Manager in meetings and confers with representatives of other governmental agencies, community and civic groups and the public.
- Provides staff assistance to the City Manager; completes special projects as assigned; represents the City at various meetings and events; prepares and presents staff reports and other necessary correspondence.
- Plans, organizes, manages, and implements assigned projects, programs, and management studies; identifies problems and issues; determines analytical approaches; obtains and analyzes necessary data and information; evaluates alternative courses of action; makes recommendations regarding such areas as City policy and priorities, facilities, budget and financial analysis, and productivity; prepares reports of study conclusions.
- Prepares reports on economic development matters; presents reports to the City Council, City commissions and community organizations on economic development matters.
- Supervises consultants and other employees in the preparation of studies and projects.
- Maintains current knowledge of new trends and innovations in the field of economic development; attends and participates in professional group meetings, workshops, conferences, and seminars on economic development; participates in professional development activities; reads publications relevant to area of assignment.
- Explains, justifies, and defends assigned programs, policies, and activities; negotiates and resolves sensitive and controversial issues; responds to and resolves difficult and sensitive citizen inquiries and complaints.
- Performs related duties as required.

The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.

Knowledge of:

- Operational characteristics, services, and activities of an Economic Development program.
- Principles and practices of program development and administration.
- Project management principles and practices.
- Principles and practices of economic development in a local government and/or private sector environment.
- City organization and functions of the various departments in the City.
- City of Thousand Oaks development permit process and business license process.
- Federal and state economic development programs.
- Economic development incentive and financing methods, trends and

***Desired
Minimum
Qualifications:***

practices.

- Business retention principles and strategies.
- Business recruitment principles and strategies.
- Business, economic and market trends, forces and indicators.
- Private sector considerations in making business expansion or location decisions.
- Negotiation principles and strategies, including disposition and development agreements.
- Marketing and public relation techniques used in economic development and tourism promotions.
- Urban planning, community development, and environmental considerations.
- Pertinent federal, state, and local laws, codes, and regulations.
- Principles and practices of customer service and public relations.
- Methods and techniques of research, statistical analysis, and report preparation.
- Principles and practices of municipal budget preparation and administration.
- Principles and practices of management, supervision, training, and performance evaluation.

Ability to:

- Oversee and participate in the management of a comprehensive Economic Development program.
- Manage and coordinate the work of lower level staff.
- Select, supervise, train, and evaluate staff.
- Participate in the development and administration of division goals, objectives, and procedures.
- Research, analyze, and evaluate new service delivery methods and techniques.
- Perform complex analysis and research, identify alternative solutions, project consequences of proposed actions, and implement recommendations in support of goals.
- Devise and implement economic development programs and incentives.
- Develop and monitor implementation of policies related to economic development.
- Apply and educate others on sound economic development and customer relations.
- Conduct property-related negotiations and transactions and be able to effectively communicate with property and/or business owners and corporate decision makers.
- Understand the organization, operation, and services of the City and of outside agencies as necessary to assume assigned responsibilities.
- Facilitate, develop, and work with groups to achieve mutually satisfactory solutions.
- Foster a spirit of teamwork and cooperative effort in meeting the City's economic development and environmental objectives.
- Research, analyze, and evaluate new service delivery methods and techniques.
- Prepare and administer large program budgets.
- Prepare clear, concise, and comprehensive administrative and technical reports.
- Interpret and apply federal, state, and local policies, laws, and regulations.
- Develop and maintain effective interdepartmental coordination.

- Represent the City in a professional manner when dealing with the City Council, boards, community groups, and the general public.
- Effectively present information and respond to questions from groups of managers, council members, board, committee, and commission members, and the general public.
- Demonstrate an awareness and appreciation of the political, socio-economic, and cultural diversity of the community.
- Read and interpret complex data, information, and documents.
- Work on multiple, concurrent projects with strict deadlines and with frequent interruptions.
- Utilize standard office equipment including computers and related software applications.
- Communicate clearly and concisely, both orally and in writing.
- Establish and maintain effective working relationships with those contacted in the course of work.
- Respond and perform assigned duties in the event of a City-declared emergency.

Competencies:

- Effective Communicator
- Strategic Thinker
- Problem Solver and Decision Maker
- Planner and Organizer
- Interpersonally Effective
- Skill and Career Development Coach
- Technically Knowledgeable

Any combination of education and experience that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Education and Experience Guidelines:

Education/Training:

A Bachelor's degree from an accredited college or university with major course work in public administration, business administration, economics, planning, or a related field. A Master's degree is desirable.

Experience:

Eight years of increasingly responsible experience in economic development including two years of management and administrative or project management responsibility as well as experience in a governmental agency relative to economic development, or experience in the private sector working with governmental officials in areas related to local economic development.

Licenses; Certificates; Special Requirements:

A valid class C California driver's license.

The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

Physical: Sufficient physical ability to work in an office setting with some travel different sites and locations; sit, stand, walk, reach, twist, turn, kneel, bend, squat, and/or stoop for prolonged periods of time; perform duties

**Physical and
Environmental
Conditions:**

requiring grasping, repetitive hand movement, and fine coordination; and operate office equipment. **Vision:** See in the normal visual range with or without correction; vision sufficient to read computer screens and printed documents and to operate office equipment. **Hearing:** Hear in the normal audio range with or without correction.

Environment: Standard office setting; some exposure to outside weather conditions; some exposure to moving equipment.

*Class specifications are only intended to present a descriptive summary of the range of duties and responsibilities associated with specified positions. Therefore, specifications **may not include all** duties performed by individuals within a classification. In addition, specifications are intended to outline the **minimum** qualifications necessary for entry into the class and do not necessarily convey the final qualifications of incumbents within the position.*

Pursuant to California Government Code Section 3100, all public employees are required to serve as disaster service workers subject to such disaster service activities as may be assigned to them by their supervisor or by law.

Date Adopted: 7/5/03
Date Revised: