



# Deputy Economic Development Director

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## Class Specification

Revised 9/23

Class ID: 260

Unit: MGMT

Probation: 12 Months

FLSA: Exempt

## DEFINITION

Under direction, leads and provides direction to develop, coordinate, implement, and enhance benefits to the City from economic development, public and private investment, and related activities; initiates key economic activities based on the City's Economic Development Element of the General Plan and relevant specific plans; develops communication and marketing strategies to promote, attract, retain and expand businesses in the City, and develops and encourages public-private cooperation and coordination; evaluates and assesses the local and regional economy, economic and real estate trends, provides economic data, and evaluates asset inventories to inform key City policy decisions; and performs related duties as assigned.

## SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the Community Development Director. May supervise assigned professional and technical staff and direct consultants.

## DISTINGUISHING CHARACTERISTICS

This is a single position, management level classification that plans, develops, implements, and manages the operations for the City's Economic Development Element of the General Plan and relevant specific plans. The incumbent serves as a specialist, liaison, and advocate for economic development programs, has a broad range of independence and is responsible for performing diverse, specialized and complex work overseeing the day-to-day operations of the program. The incumbent has regular contact and develops collaborative relationships with the City's senior management, various government officials, other public agencies, the business community, public, non-profit, and private community organizations, builders and developers, and other agencies and individuals involved in economic development in the City.

## EXAMPLES OF JOB FUNCTIONS (Illustrative Only)

Manage economic development activities including project and program management and initiatives from conception, design, budget development, implementation, to final evaluation; develop and present a comprehensive program to secure business growth in the City and provide support through the process.

Oversee and prepare budget for economic development programs; set goals, monitor performance and provide fiscal oversight as needed.

Design, develop, and implement strategies, policies, incentives, initiatives, partnerships, and other activities for business retention, expansion, and attraction; respond quickly to changing market and economic conditions to maintain a competitive position for the City.

Plan, develop, and implement economic development promotional activities and communications to attract new development and business relationships to the City; design and implement communications and marketing campaigns to promote the City's development activities and businesses within the City; organize and coordinate special programs, events, and media outreach on matters related to economic development in collaboration with the City Manager's office.

Encourage and facilitate development by collaborating with staff to facilitate goals and policies of the Economic Development Element of the General Plan; work closely with staff to facilitate permit processing to achieve economic development objectives and goals and to provide policy, technical, and market support on projects.

Collaborate with staff to resolve legal, financial, environmental, and technical real estate issues associated with development projects and commercial leasing opportunities; gather information and prepare reports on sensitive economic development matters and projects for presentation to senior management.

Formulate policy recommendations to ensure Council goals and objectives are met; evaluate City Council policy recommendations from an economic development and business perspective and recommend options and enhancements as appropriate.

Serve as City representative in various development matters; act as liaison and advocate on economic issues with developers and business owners in the evaluation of real estate developments, and with landlords/brokers and potential tenants in pursuing leasing of commercial vacancies; negotiate and resolve sensitive and controversial issues; resolve land development and entitlement processing issues for businesses and selected land developers; enforce contracts and monitor compliance with existing developer agreements.

Monitor legislation and funding opportunities related to economic development and make recommendations concerning policy and procedural improvements; identify and pursue grant and funding opportunities that leverage city resources for economic development activities; prepare grant and funding applications; administer economic development grants and contracts.

Conduct field investigations of commercial and industrial sites.

Represent the City at a wide variety of industry meetings, conferences, and meetings with local, State, and Federal agencies as well as community meetings; consult with local governments and organizations as well as private developers and individuals regarding economic development issues including land use and property development.

Develop and present written and verbal reports to the City Council, Planning Commission, outside industry organizations and community groups.

Prepare contracts and coordinate the work of engineers, appraisers, architects, urban designers and other consultants to achieve economic development policies and goals.

May lead the work of other professional staff and may supervise clerical, technical, professional, and contract staff.

Develop scope of services and budgets for consultants.

Perform related duties as assigned.

## **QUALIFICATIONS**

### **Knowledge of:**

- Economic development programs and principles including business recruitment, expansion and retention, demographic research, and basic analysis of market conditions and public relations.
- Retail, hotel, and industry retention and recruitment strategies.

- Program and market monitoring and evaluation methods.
- California Local Economic Development practices.
- Real estate principles, the development process, and project management.
- Communication, marketing and promotional practices and strategies related to business and economic development.
- Principles and techniques of report and grant writing, and grant administration.
- Federal, state, and other resources for economic development and business assistance.
- Entitlement processes including zoning, land use and environmental issues, project proformas, and real estate development risk.
- Computer and software applications related to the work.
- Techniques for effectively representing the City with governmental agencies, community groups, business, professional and regulatory bodies and with property owners, developers, contractors, and the general public.

**Skill or Ability to:**

- Administer complex current and advanced economic development activities in an independent and effective manner.
- Plan, organize and implement a comprehensive economic development program, including a proactive outreach and communication program.
- Effectively apply and communicate the principles of economic development to guide and encourage acceptance of Economic Development Element of the General Plan.
- Effectively manage project assignments, operate within budget allocations, meet deadlines, and hire and manage consultants.
- Establish relationships and work effectively in a highly visible position with business leaders, financial institutions, citizen groups and department managers in interdepartmental and diverse team environments.
- Interpret and apply complex rules, regulations, laws, and ordinances.
- Manage the development and maintenance of databases that allow Newark to compete effectively in the regional market.
- Plan, coordinate, and supervise the work of clerical, technical, professional and contract staff.
- Effectively use spreadsheets, PowerPoint, and information from other data sources.
- Communicate complex economic and business issues clearly, concisely, and persuasively, both orally and in writing.
- Skill in public and interpersonal relations in a group setting or in a one-to-one situation and across all ranks and levels in both public and private organizations.
- Effectively represent the department and the City in meetings with governmental agencies, community groups and various business, professional and regulatory organizations, and in meetings with individuals.
- Respectfully and effectively collaborate with a variety of people of varying backgrounds and roles. Demonstrate tact, professionalism, and diplomacy.

**Education and Experience:**

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

Possession of a Bachelor’s degree from an accredited college or university in Economics, Business Administration, Marketing, Public Relations, Public Administration, Marketing or a related field, and six (6) years of progressively responsible experience in economic development, redevelopment, real estate development, or related field including two (2) years of supervisory experience. A Master’s Degree in Urban Planning, Economics, business Administration, Marketing, Public Relations or Public Administration is desirable.

**License and Certificate:**

Possession of a valid driver license and a satisfactory driving record throughout employment.

**PHYSICAL DEMANDS**

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer, and to operate a motor vehicle to visit various City and meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person and over the telephone. 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 sit for prolonged periods of time, bend, stoop, kneel, and reach to perform assigned duties, as well as push and pull drawers open and closed to retrieve and file information. Standing in and walking between work areas is frequently required. 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 CONDITIONS**

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures. Employees must be available to attend day, evening, and weekend meetings, at various sites within and outside the City.