



Economic Development Manager

Class Specification

Revised 9/23

Class ID: 230

Unit: MGMT

Probation: 12 Months

FLSA: Exempt

DEFINITION

Under general direction, takes actions that improve and sustain economic development and investment in Newark; develops and performs complex, professional level assignments for the Community Development Department. Advances core priorities of business retention, expansion, and attraction; integrates research across multiple disciplines to develop initiatives, actions, programs branding, marketing, and communication to achieve the policies and goals of the Economic Element of the General Plan and specific plans; and performs related duties as assigned.

SUPERVISION RECEIVED AND EXERCISED

Receives direction from the Community Development Director. May supervise staff and consultants.

DISTINGUISHING CHARACTERISTICS

This journey level professional class performs a variety of administrative and management duties with a high degree of professionalism and independent judgment across multiple disciplines to increase economic value across the city. Develops strong relationships with the business community including corporate and business leaders, organizations, government agencies, academic and business institutions, as well as entrepreneurial and civic groups. The incumbent in this class will be expected to develop a close, collaborative relationship with other City officials and staff to lead and promote the goals and policies of the Economic Development Element of the General Plan.

EXAMPLES OF JOB FUNCTIONS (Illustrative Only)

Lead the Economic Development Division in all respects: project and program management and initiatives from conception, design, budget development, implementation, to final evaluation of effectiveness.

Design, develop, and implement strategies, 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.

Facilitate the retention, expansion, attraction, sustainability, and success of businesses through active engagement, business assistance, provision of information and technical assistance, marketing, and outreach.

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.

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.

Develop and administer an economic opportunity communications plan including special programs, events, and media outreach on matters related to economic development in collaboration with the City Manager's office.

Collaborate with staff to resolve legal, financial, environmental, and technical real estate issues associated with development projects and commercial leasing opportunities.

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.

Collect, compile, organize, and analyze data for use in economic development programs and development objectives; prepare comprehensive reports, proposals, and studies related to economic development opportunities and implementation activities.

Represent the city at a wide variety of industry meetings, conferences, and agencies as well as community meetings.

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

Monitor legislation and funding opportunities related to economic development and make recommendations concerning policy and procedural improvements.

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

Perform other 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 recruitment strategies.
- Program monitoring and evaluation methods.
- California Local Economic Development practices.
- Real estate principles, the development process, and project management.
- Marketing and promotional practices and strategies related to municipal and community promotions.
- 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.
- Supervise the development and maintenance of databases that allow Newark to compete effectively in the regional market.
- 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.
- Effectively communicate with officials, co-workers, subordinates, the general public, representatives of organizations and others to influence and encourage city economic development policies and goals.
- 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 five (5) years of progressively responsible experience in economic development, redevelopment, real estate development, or related field. 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, to inspect City sites, including traversing uneven terrain, climbing ladders, stairs, and other access points, to operate a motor vehicle, and to visit various City and meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, before groups, and over the telephone. This is primarily a sedentary office classification although standing and walking between work areas and to conduct inspections may be required. 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 occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects weighing up to 25 pounds or more with appropriate equipment or staff assistance. Assigned duties and responsibilities will require attendance at meetings outside of normal business hours including evenings and weekends.

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.