



JOB DESCRIPTION

Economic Development Manager

Date Revised: September, 2016

Class Code: 1035

SUMMARY: Under limited supervision, plans, administers, advises, and manages the development and implementation of a proactive business retention and attraction program that expands business opportunities and enhances the City's job and revenue base; promotes the City's economic development agenda/program; manages economic development, real estate, policy development, and public relations; facilitates solutions to major legal and financial issues concerning development projects; works with associations and groups to further marketing and development of Vernon and neighborhood commercial corridor areas; and leads special projects, as assigned by the City Administrator.

DISTINGUISHING CHARACTERISTICS: -- The Economic Development Manager position is experienced in forging professional relationships with community members, business partners, and internal staff, for the purpose of advancing the City's economic development initiatives. Incumbents report to the City Administrator.

ESSENTIAL FUNCTIONS: -- *Essential functions, as defined under the Americans with Disabilities Act, may include any of the following representative duties, knowledge, and skills. This is not a comprehensive listing of all functions and duties performed by incumbents of this class; employees may be assigned duties which are not listed below; reasonable accommodations will be made as required. The job description does not constitute an employment agreement and is subject to change at any time by the employer. Essential duties and responsibilities may include, but are not limited to, the following:*

- Plans, organizes, and manages project and program activities, as assigned by the City Administrator; directly manages proactive Economic Development initiatives that include business development, incentive programs, retention, and attraction.
- Directs major negotiations with businesses and or developers including significant business terms concerning City; facilitates solutions to critical legal and financial issues related to development projects.
- Participates in the preparation and processing of documents and implementation of such documents as development agreements, owner participation agreements, contracts, resolutions, staff reports, etc.
- Oversees maintenance of inventory of available properties for businesses to occupy including retail, industrial space, and open land.
- Manages and trains any staff assigned to Economic Development related efforts.
- Develops marketing program and coordinates activities for attracting new industry and commerce to the City, including assisting existing businesses, entrepreneurial and small business development, and other business retention and expansion efforts in the City. Markets and promotes the City's Economic Development Program, initiatives, and opportunities.
- Acts as advisor to the City Administrator for the development of long and short-range plans, goals, and position papers; exercises independent judgment within broad policy guidelines; encourages new ideas, interactive dialogue, and collaborative approaches to solving problems.
- Serves as liaison and facilitates communication amongst City departments, community groups, developers, business owners/operators, and outside agencies regarding community-wide economic development initiatives.
- Analyzes operational information, evaluates trends, and develops plans to meet City goals and future needs; presents status reports to City Management, and assures effective communication of operational and technical issues; assures all operational, legal, technical, and financial issues are properly addressed and resolved. Attends and coordinates meetings and work sessions.

- Researches issues for the City Management, assures effective communication of major project and policy issues.
- Conducts special studies and analyses; prepares and submits comprehensive reports on all aspects of assigned programs and projects.
- Attends and coordinates internal and external stakeholder meetings; manages public information and community relations activities; meets with City committees, commissions, and residents to discuss and resolve issues; coordinates projects and regional issues with local officials, agencies, community organizations, and advocates.
- Acts as a staff lead for various boards, commissions, and committees.
- Prepares and delivers presentations and/or reports to City Council, City Administrator, Commissions/Committees, and community groups.
- Keeps abreast of legislative developments which may impact economic development programs, policies and/or procedures and implements approved follow-up action.
- Supports the relationship between the City of Vernon and the general public by demonstrating courteous and cooperative behavior when interacting with visitors and City staff; maintains confidentiality of work related issues and City information; performs other duties as required or assigned.

MINIMUM QUALIFICATIONS:

Education, Training and Experience Guidelines:

Bachelor's Degree in Finance, Business, Public Administration or related field; AND five years of experience managing government programs.

Knowledge of:

- City organization, operations, policies, and procedures.
- Federal and state laws and regulations governing municipalities, and City rules and ordinances.
- Principles and practices of local government administrative management, including personnel rules, procurement, finance, budgeting, contract management, performance management, and evaluation of public sector programs, policies, and operations.
- Economic development principles and program implementation methods, including business development, redevelopment, marketing, and local government financial incentives for business and economic development projects.
- Criteria used in analysis of development proposals.
- Strategic planning techniques for the economic, financial, and environmental needs of the City.
- Property valuation practices and methods; advanced negotiation principles and techniques.
- Current political and economic trends and/or issues in state and federal government.
- Techniques and practices for efficient and cost effective management of resources.
- Business computers, and standard and specialized software applications.

Skill in:

- Analyzing complex administrative and operational issues, interpreting laws and regulations, evaluating alternatives, and developing recommendations, strategies, and operational improvements.
- Analyzing City needs, forecasting, prioritizing, and promoting operational strategies to meet future goals.
- Negotiating and resolving sensitive and controversial issues.
- Preparing, tracking, and administering budgets.
- Preparing clear and concise administrative, analytical, and financial reports.
- Determining economic development potential and opportunities, and developing plans and programs for the acquisition and retention of industry and business in the community.

- Interpreting and applying municipal policies and procedures.
- Presenting and defending operational reports and information in public meetings. Analyzing problems, resolving disputes and conflicts, and developing effective solutions.
- Using initiative and independent judgment within established procedural guidelines.
- Developing and implementing innovative programs and projects.
- Assessing and prioritizing multiple tasks, projects and demands.
- Establishing and maintaining cooperative working relationships with City employees, elected officials community groups, advocates, and representatives from other local, state, and federal agencies.
- Communicating effectively verbally and in writing.

LICENSE AND CERTIFICATION REQUIREMENTS:

A valid California State Driver's License may be required.

PHYSICAL DEMANDS AND WORKING ENVIRONMENT:

Work is performed in a standard office environment. Works additional hours, as needed, including evenings.