



JOB DESCRIPTION

Industrial Development Director

Date Prepared: June 16, 2015

Class Code: 3010

SUMMARY: Under administrative direction of the City Administrator, this executive level position performs the professional and administrative functions of directing, planning, leading, organizing and managing the activities of the Industrial Development Department; implements City policies and establishes procedures related to industrial development, policy development, public and business relations, business retention, expansion, relocation and attraction programs, real property acquisition and disposition, and department operations. Serves as staff person to the Economic and Business Development Commission and the City of Vernon Successor Agency.

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:*

- Directs, plans, and coordinates the Department's work plan including business attraction, job retention and creation, business assistance, marketing, budgeting, evaluation of trends and related functions.
- Reviews and evaluates departmental effectiveness, work methods and procedures; meets with key staff to identify and resolve problems.
- Determines the overall Departmental organizational structure, mission, core services and allocation of financial, human and capital resources; develops and administers the departmental operating budget.
- 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; identify market sites for business development.
- Coordinates activities with consulting firms in the areas of property appraisal, land acquisition and disposition, relocation, project development, and legal counsel; negotiates with developers, real estate agents, and property owners to promote and ensure successful completion of industrial development projects and related real property purchases and leases; prepares Requests for Proposals soliciting outside agents to perform land acquisitions, appraisals and relocations.
- Directs, coordinates, monitors, and evaluates strategies, programs, and activities to ensure business retention and expansion.
- Assists the City Administrator, and City Council in establishing economic goals and policies; performs short and long range planning to ensure economic growth.
- Communicates information about Successor Agency activities to officials, developers, and the public.
- Serves as a technical advisor to the City Administrator and the City Council regarding industrial economic development matters.
- Oversees and directs the activities to unwind the Vernon Redevelopment Agency pursuant to the Dissolution Act of 2011 and other mandates that might follow.
- Develops and manages short- and long-term Department goals, objectives, policies, and procedures.
- Supervises subordinate staff; sets work priorities; creates work schedules; provides training; conducts performance evaluations.
- Reviews legislative developments which may impact industrial/economic development programs, policies, and/or procedures.

- Analyzes economic data and prepares long-term business and financial forecasts in coordination with other City departments.
- Advises, and otherwise provides assistance to the City Council, Commissions, other City personnel, and the public regarding related issues; prepares and presents reports and recommendations relating to the industrial development of the City.
- Confers with developers, representatives of residential, commercial, and industrial interests, property owners, and others in promoting and coordinating the development and use of property within the City; confers with other City staff on related activities.
- Attends City Council meetings and work sessions, and researches issues for the City Administrator, Mayor, and City Council; assures effective communication of major project and policy issues.
- Develops and presents status and summary reports; reviews documents and reports prepared by consultants and staff to assure accuracy, completeness and appropriateness.
- Directs the preparation of technical and administrative reports; presents reports along with recommendations to the City Administrator, City Council, boards and commissions.
- Represents the Department to other departments, elected officials and external agencies.
- Attends internal and external stakeholder meetings; meets with City committees, commissions, residents and businesses to discuss and resolve issues; oversees projects and regional issues with local officials, agencies, businesses, community organizations, and advocates.
- Confers with developers, commercial representatives, industrial interests, property owners and others in promoting and coordinating the development and use of property within the City.
- Assists and supports other departments with activities that overlap with industrial development, redevelopment dissolution activities and business financial strategies such as the issuance of bonded debt, operation of land resources and negotiation of public/private partnerships.
- 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 Economics, Finance, Business, Public Administration, Urban Planning or related field; AND five years of increasingly responsible experience in the implementation and administration of economic or industrial development, finance, commercial real estate, redevelopment or urban planning programs; including three years of supervisory or management experience. Master's Degree in Economics, Finance, Business, Public Administration, Urban Planning or a related field is highly desirable.

Knowledge of:

- City organization, operations, policies, and procedures.
- Federal and state laws and regulations governing municipalities, and City rules and ordinances.
- California redevelopment law, including the Dissolution Act of 2011.
- Principles and practices of local government administrative management, including personnel rules, procurement, finance, budgeting, contract and risk 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.
- Urban and regional economics and finance
- Strategic planning techniques for the economic, financial, and environmental needs of the City.
- Legal, ethical, and professional rules of conduct for municipal government officers.
- Current political and economic trends 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, and prioritizing and promoting operational strategies to meet future needs.
- Preparing, tracking, and administering budgets.
- Analysis of economic studies, financial statements, pro formas, marketing studies, plans, specifications and bid documents.
- 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.
- 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:

Possession of a valid California State Driver's License.

PHYSICAL DEMANDS AND WORKING ENVIRONMENT:

Work is performed in a standard office environment with some exposure to an outdoor work environment.