CITY OF EL CERRITO

ECONOMIC DEVELOPMENT/REDEVELOPMENT MANAGER

Class specification is intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are not intended to reflect all duties performed within the job.

DEFINITION

To act as the primary point of contact for economic development-related activities and as the City's chief marketing professional. To develop, implement and coordinate comprehensive economic development programs to promote business retention and to attract prospective high-quality businesses to improve and revitalize the City's economy. To advise the administration and City Council on matters of economic health and monitors economic and real estate trends, status of sales tax and property tax issues.

SUPERVISION RECEIVED AND EXERCISED

Receives general administrative direction from the Community Development Director.

Exercises direct supervision over professional, technical and clerical staff.

ESSENTIAL FUNCTION STATEMENTS

Essential responsibilities and duties may include but are not limited to, the following:

Essential Functions:

Develop, implement, and manage a marketing program to attract high-quality businesses to El Cerrito; oversee the development of professional marketing materials; write and disseminate articles and press releases on economic development issues; and organize special events for the business community. Work in collaboration with the El Cerrito Chamber of Commerce to market the City's assets.

Plan, schedule and initiate activities and strategies including business and community involvement for business retention, expansion and enhancement, and recruitment of prospective businesses.

Conduct studies and surveys to identify problems, issues and barriers related to economic development; perform similar studies for redevelopment and community development functions as required; confer with residents, consultants, potential developers and tenants, and prepare reports, make recommendations and formulate action plans based on findings.

Serve as the City's business liaison. Create and manage a customer-service oriented outreach program. Continuously monitor and evaluate the efficiency and effectiveness of service delivery methods and procedures. Develop creative strategies to promote and encourage economic development, business financing and employment growth. Work with representatives of local and potential businesses, professional and community organizations, the financial community, individuals and the media.

Essential Functions: (continued)

Serve as the principal staff member to the Economic Development Board (EDB). Represent the Community Development Department (CDD) and the EDB to other city departments, elected officials, and outside agencies; promote CDD and EDB programs, policies, and activities; participate in relevant professional groups and negotiates and resolves economic development issues.

Facilitate the processes and assist business owners with inquiries regarding City regulations and the application of building permits, inspections and certifications.

Participate in the development and administration of the Department budget; direct the forecast of funds for implementing program goals and objectives, staffing, equipment, materials and supplies, direct monitoring of budgeted expenditures; and direct the preparation of and implementation of budgetary adjustments if necessary.

Develop and maintain a database of demographic data including available space and vacant land inventories, ownership, lease rates, sales tax and employment figures.

Make oral presentations before various groups and organizations; convey opinions and suggestions received to City staff; prepare public information material concerning development activities and projects; maintain positive media relations.

Negotiate development and disposition agreements, leases and other real estate related matters and agreements to support goals and objectives of the Department and Board.

Coordinate program activities with those of other City Departments, working closely with the City's Planning and Redevelopment functions and outside agencies and organizations; provide assistance to the City Manager, City Council and assigned Boards and Commissions.

Prepare written and oral reports related to policies and programs.

Prepare articles and press releases on economic development issues for various publications.

Research and prepare grants and proposals to secure funding for economic development programs and activities and image enhancement programs.

Analyze project related financial data; evaluate economic factors, community needs and land use; prepare recommendations for project feasibility.

Perform a variety of tasks related to negotiation, acquisition, clearance, site improvement, relocation, condemnation and disposition of property.

Marginal Functions:

Perform related duties and responsibilities as required.

QUALIFICATIONS

Knowledge of:

Principles and practices of economic development and community development, including real estate and land development process.

Principles and practices of demographic research and analysis.

Principles and practices of program preparation development and administration.

Principles and practices of marketing theory.

Methods and techniques of economic analysis.

Principles and practices of municipal budget preparation and administration.

Pertinent Federal, State and local laws, codes and regulations pertaining to redevelopment, business and residential relocation and economic development.

Ability to:

Coordinate and implement an economic development program, including an active outreach and communication program that projects a positive image of the City.

Organize work, set priorities and exercise sound independent judgment with established guidelines, including creative problem solving.

Work effectively with business leaders, financial institutions, citizen groups and department managers in interdepartmental and diverse team environments.

Work effectively in a highly visible position.

Effectively communicate both orally and in writing fundamental technical information to the business community and the general public.

Be a team player focused on positive customer service with the ability to build strong relationships with other City Departments and outside agencies.

Prepare complex community development and real estate data.

Identify and respond to sensitive community and organizational issues, concerns and needs.

Select, supervise, train, direct and evaluate staff.

Analyze project related financial data; evaluate economic factors, community needs and land use; prepare recommendations for project feasibility.

Perform a variety of tasks related to negotiation, acquisition, clearance, site improvement, relocation, condemnation and disposition of property.

Maintain physical and mental capacities appropriate to the performance of assigned duties and responsibilities.

Experience and Training Guidelines

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

Experience

Five (5) years of increasingly responsible economic, marketing or redevelopment development experience including program development, management and administrative responsibility.

Training:

Equivalent to a Bachelors degree from an accredited college or university with major course work in public administration, business administration, economics, urban studies, marketing or related field. Masters degree is preferred.

PHYSICAL DEMANDS

Sitting:	Frequently	Lifting:	
Standing:	Occasionally	up to 10 lbs:	Occasionally
Walking:	Occasionally	11 to 25 lbs:	Occasionally
Bending:	Occasionally	26 to 50 lbs:	Never
Crouching:	Occasionally	51 to 75 lbs:	Never
Stooping:	Occasionally	76 to 100 lbs:	Never
Kneeling:	Never	100 + lbs:	Never
Crawling:	Never	Carrying:	
Climbing:	Never	up to 10 lbs:	Occasionally
Balancing:	Never	11 to 25 lbs:	Occasionally
Running:	Never	26 to 50 lbs:	Never
Twisting:	Occasionally	51 to 75 lbs:	Never
Turning:	Occasionally	76 to 100 lbs:	Never
Jumping:	Never	100 + lbs:	Never

Pushing/Pulling:	
up to 10 lbs:	Occasionally
11 to 25 lbs:	Occasionally
26 to 50 lbs:	Never
51 to 75 lbs:	Never
76 to 100 lbs:	Never
100 + lbs:	Never

Grasping – firm:	Occasionally
Finger dexterity:	Occasionally to Frequently
Reaching forward:	Occasionally
Reaching overhead:	Occasionally
Pinch grasp:	Occasionally
Grasp – light:	Occasionally

PHYSICAL DEMANDS (continued)

Coordination	-	Eye-hand:	Frequently
		Eye-hand-foot:	Never

		Driving:	Occasionally
Talking	-	Face-to-face:	Occasionally
		Verbal contact:	Occasionally
		Public:	Occasionally
Vision	-	Acuity far:	Required
		Acuity, near:	Required
		Depth perception:	Required
		Field of vision:	Required
		Accommodation:	Required
		Color vision:	Required
Hearing	-	Conversation:	Occasionally
		Telephone:	Occasionally
		Earplugs:	Never

MENTAL REQUIREMENTS

Abstract variables, Interpret instructions, Problems-standard, Reading-simple, Reading-complex, Writing-simple, Writing-complex, Math skills-simple, Math skills-complex, Spatial, Form, Clerical, Coordination, Analyzing, Compiling, Computing, Copying, Comparing, Mentoring, Negotiating, Instructing, Supervising, Diverting, Persuading, Speaking-signaling, Serving, Taking instructions-helping, Precision Working, Operating-controlling, Driving-operation, Manipulation, Tending, Handling, Comprehend/follow instructions, Perform simple-repetitive tasks, Maintain work pace, Relate to other people, Influence other people, Perform varied-complex tasks, Generalizations/evaluations, Responsibility for direction.

WORK ENVIRONMENT

Exposure to: Indoors, Outdoors, Slippery/Uneven surfaces (outdoors), Using computer/computer monitor screen, Works around others, Works alone, Works with others.