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UNION CITY, CA 94587
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ECONOMIC DEVELOPMENT MANAGER

DEFINITION

Under general supervision, the Economic Development Manager will perform complex, professional-level assignments in economic development, including business recruitment, job development and business retention strategies. Conduct research and provide analysis on matters of economic health, real estate trends, sales taxes, and international development. Assist in the development of City policies that affect the local economy, and implement and monitor programs that encourage economic development in the City of Union City.

DISTINGUISHING CHARACTERISTICS

This is a journey-level class responsible for professional duties related to the economic development of the City's private and public sector economy. Specialized knowledge of financial analysis and business development techniques is required. The incumbent is the primary contact for businesses and the City representative to the business community. The work involves responsibility for the application of professional knowledge and skills to affect research, analysis, planning and implementation of economic development programs. The incumbent requires a high degree of professionalism, problem solving skills, and the frequent use of independent judgment. The incumbent is expected to develop partnerships with outside agencies and business/property owners and work effectively with the community. The ability to work in a team and across city departments is mandatory. Assigned duties and responsibilities will require work to be performed outside of normal office hours, including weekends and holidays.

SUPERVISION RECEIVED AND EXERCISED

General supervision is provided by the Economic Development Director and/or City Manager. Assignments may require providing lead, technical, or functional supervision to technical and clerical positions.

EXAMPLES OF DUTIES

Duties may include but are not limited to the following:

- Design, implement, and monitor the success of economic development programs such as business attraction, small business assistance, commercial revitalization, business retention and marketing key development sites.
- Serve as a liaison between property owners, businesses, City staff, and others regarding development projects and programs.

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- Serve as a liaison for economic development activities with regional agencies and organizations, such as workforce training and industry trade organizations.
- Counsel small-business owners on ways to improve profitability and the appropriateness of real estate acquisition.
- Coordinate site visits to major businesses with department heads and councilmembers.
- Assist commercial brokers in locating tenants for key development sites, including providing demographic and site planning information.
- Work closely with the Marketing and Communications Manager to conduct marketing of the City's economic development program and City services.
- Assist in the preparation and submission of proposals for funding economic development activities.
- Update existing City economic development data, and develop efficient methods of maintaining current, needed data on real estate trends, employment/training efforts and related issues.
- Analyze and interpret market information regarding a variety of complex data, such as sales tax revenues, employment trends, and development trends.
- Make presentations to businesses and community groups.
- Coordinate the preparation and implementation of special projects and events for the business community.
- Prepares written and oral reports for committees, Commissions and the City Council.
- Prepares agendas for the Economic Development Action Team meetings.
- Works closely and collaboratively with the Chamber of Commerce on a variety of activities, including the Shop Local program
- Assists in budget preparation, as needed.
- Other duties as assigned.

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QUALIFICATIONS

Knowledge, Abilities and Skills

- Knowledge of regulations and procedures concerning economic development, and statistics and mathematics applicable to economic analysis.
- Knowledge of business attraction and retention programs.
- Knowledge of small business loan packaging and counseling.
- Knowledge of marketing and promotional practices and strategies, especially related to municipal and community promotions.
- Knowledge of methods and sources used in analyzing local economic trends and industry trends.
- Knowledge of Federal, State and other resources for economic development and business assistance.
- Knowledge of local land use development practices, zoning and policies, including a basic understanding of the California Environmental Quality Act and other environmental laws that may impact business development.
- Ability to use financial analysis techniques such as liquidity tests, debt coverage, cash-flow analysis and capitalization analysis.
- Ability to plan, organize and implement a comprehensive economic development program, including proactive outreach and communication program which projects the image to the community.
- Ability to organize work, set priorities and exercise sound, independent judgment that is consistent with City policy and established guidelines.
- Ability to work effectively with a wide range of people, including but not limited to, business leaders, developers, financial institutions, citizen groups, outside agencies, interdepartmental staff, and brokers.
- Ability to creatively solve problems and to establish and maintain a positive customer service attitude.
- Ability to communicate clearly and concisely, orally and in writing.
- Ability to supervise the work of professional and administrative staff and consultants.
- Skill in public and interpersonal relations in a group setting or in a one-to-one situation.

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EXPERIENCE AND EDUCATION

Any combination equivalent to experience and education that could likely provide the required knowledge and abilities would be qualifying. A typical way to obtain the knowledge and abilities would be:

Experience – Four years of recent progressively responsible professional experience in economic development, planning, or redevelopment; including specific experience in business attraction, commercial real estate, or land use planning and site election and permitting assistance.

Education – Graduation from an accredited college with a Bachelor's Degree in Planning, Economics, Public Administration, or Business Administration. Graduate degree in an appropriate field may be substituted for one year of experience.

LICENSE

Must possess a valid California Driver's license and have a satisfactory driving record.

SPECIAL REQUIREMENTS

Essential duties require the mental and/or physical ability to: work in a standard office environment; travel to various locations and participate in meetings to conduct City business during day, evening and weekend hours; grasp, perform repetitive hand movements and fine coordination to prepare documents and data using a computer keyboard and mouse, use standard office equipment; sit for prolonged periods of time; stand, walk, reach, twist, turn, kneel, bend, squat and stoop in the performance of daily office activities; converse by telephone, in person, and to small or large groups and be clearly understood; read and comprehend technical and complex documents; interact with the public and all different levels of City staff in a professional manner; and safely lift or carry up to 25 pounds in order to maneuver office supplies, equipment, and boxes of materials related to City economic development activities and events. Essential functions must be performed with or without reasonable accommodations.