

City of South San Francisco  
Human Resources Department

**Director of Economic and Community Development**

Class Description

**Definition**

Under administrative direction, plans, organizes, staffs, directs, controls, reviews, and evaluates the activities, staff, and programs of the Department of Economic and Community Development, consisting of three divisions: Economic Development, Planning, and Building. Performs related work as required.

**Distinguishing Characteristics**

This single-position executive-level classification is distinguished from other management classifications in the department, as it has responsibility for directing the activities within the department requiring the exercising of leadership to manage and coordinate the City's economic, community development, community development block grant, building, and planning programs, which includes supervising managers, confidential employees, and represented bargaining unit members.

**Typical and Important Duties**

1. Plans and directs all activities in connection with industrial, commercial, and residential community development, including planning and zoning administration, economic development, affordable housing, transportation, building, and related code compliance.
2. Directs the development of policies, procedures, rules, and regulations for the operation of the department.
3. Directs the preparation and administration of the department work program and budget.
4. Develops departmental goals and objectives based on priorities, programs, and projects.
5. Organizes and coordinates departmental activities with other City departments and outside agencies to ensure departmental and City goals are achieved.
6. Selects, supervises, trains, and evaluates staff.
7. Directly supervises the departmental administrative staff responsible for department functions.
8. Advises and speaks before the City Council, Successor agency, Planning Commission, and various community organizations on both general and technical economic and community development matters.
9. Directs work on current and long-range development of business attraction and retention projects.
10. Advises the City Manager and members of the City Council on various economic development activities.
11. Advises the Planning Commission on policy planning and current development activities.
12. Supports and promotes ongoing commercial projects, light industrial and commercial project development, expanded retail development, and local labor force enhancement programs.

13. Interacts with relevant economic development groups and organizations at the local, regional, state and national levels.
14. Coordinates economic development strategies for use of redevelopment funds in redevelopment areas.
15. Oversees redevelopment dissolution activities, including property disposition, staffing, oversight board, and promoting affordable housing.
16. Performs related duties and responsibilities as assigned.

### **Job-related Qualifications**

#### Knowledge of:

- Modern administrative and management principles, procedures, and techniques, particularly as applied to the overall management of all phases of economic and community development issues, building, and planning law.
- Statistical feasibility analysis methods as applied economic and community development projects.
- Land economics.
- Real estate development practices.
- Standard practices of both current and long-range planning, including development and modification of General Plan elements.
- Principles of construction, inspection, design, and safety standards.
- Principles and techniques of effective customer service.
- Principles, practices, and techniques of modern management.
- Principles of management, supervision, training, and employee development.
- Principles and practices of public administration and human resources as applied to function, including basic employee-relations concepts.
- Applicable local, state, and federal laws and regulations.
- Techniques for dealing with the architects, engineers, homeowners, City staff, professional service contractors, and representatives of companies and other agencies in an effective manner.
- Report preparation and record keeping techniques.

#### Ability to:

- Communicate effectively in writing, orally, and with others to assimilate, understand, and convey information, in a manner consistent with job functions.
- Analyze difficult problems, develop a positive course of action and follow through on its implementation.
- Demonstrate sound professional judgment, reason logically, and think imaginatively and creatively.
- Respond to tight schedules and pressures.
- Establish objectives and maintain accountability.
- Properly interpret and make decisions in accordance with pertinent laws, rules, regulations, and policies.

- Prepare detailed reports, plans, and specifications and do reliable studies and research as needed.
- Properly interpret and make decisions in accordance with appropriate laws, regulations, and policies.
- Develop and maintain good public relationships with City Council, commissions, and boards.
- Understand quality site planning and architectural design and their practical application to current developments.
- Actively manage the department's staff so that a strong orientation toward public service, teamwork, the development of high quality products, and the achievement of desired results is maintained.
- Prepare clear, effective, and accurate staff reports, correspondence, policies, procedures, and other written materials.
- Make effective public presentations.
- Plan and direct the work of others; train others in work procedures.
- Establish and maintain effective relationships with those contacted in the course of the work.
- Use initiative and independent judgment within established policy and procedural guidelines.
- Take a proactive approach to customer service issues; promote and demonstrate a high level of customer service.
- Make process improvement changes to streamline procedures.
- Organize own work as well as the work of others, set priorities, meet critical deadlines, and follow-up on assignments with a minimum of direction.
- Plan, distribute, direct, coordinate, review, train, and evaluate the work of departmental staff.
- Represent the City effectively in contacts with elected and foreign officials, representatives of other agencies, City departments, and the public, occasionally in situations where relations may be difficult or strained.
- Work in a safe manner, modeling correct City safety practices and procedures; coach others and enforce adherence to safety policies and procedures.
- Maintain confidentiality regarding sensitive information.

Skill in:

- Using a personal computer and related software.

### **Experience and Training**

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

**Experience:**

Five years progressively more responsible experience in economic and community development municipal management, including three years in a supervisory capacity.

**Training:**

A bachelor's degree from an accredited college or university with major coursework in planning, economics, business, or public administration. A master's degree from an accredited college or university in planning, public administration, business, or a related field is desirable.

**Licenses and Certificates**

All licenses and certificates must be maintained as a condition of employment.

- Possession of, or ability to obtain, a valid, appropriate California driver's license and a satisfactory driving record.

**Special Requirements**

Essential duties require the following physical skills and work environment:

**Physical Skills:**

Able to use standard office equipment, including a computer; sit, stand, walk, kneel, crouch, stoop, squat, twist, and maintain sustained posture in a seated or standing position for prolonged periods of time; vision to read printed materials and a computer screen; hearing and speech to communicate in person, over the telephone, and to make public presentations; lift and carry 35 pound boxes, files, and materials.

**Work Environment:**

Mobility to work in a typical office and/or field setting.

**Ability to:**

Travel to different sites and locations; drive safely to different sites and locations; maintain a safe driving record; work protracted and irregular hours and evening meetings or off-shift work for meeting attendance or participation in specific projects or programs; available for evening meetings.

**Additional Information:**

- Approved: May 1995
- Revised Date: July 1997, September 2002, June 2003, May 2014
- Former Titles:
- Abolished:
- Bargaining Unit: Executive
- DOT: No
- Status: Unclassified/exempt
- Job Code: N140