

City of South San Francisco
Human Resources Department

Economic Development Manager
Class Description

Definition

Under direction from the Economic and Community Development Director or Deputy Director, directs and coordinates the Economic Development Division; plans, organizes, manages, and directs the review and implementation of the City's Economic Development programs and projects; prepares and presents reports to the Economic and Community Development Director on activities, issues, and needs of the Division; develops and implements economic development policies, goals and objectives and ensures compliance with applicable laws, ordinances and regulations; and does related work as required.

Distinguishing Characteristics

Reporting to the Economic and Community Development Director or Deputy Director, the Manager manages, supervises, develops, maintains, directs and coordinates the activities of the Economic Development Division whose functions include providing direct public service. This class is distinguished from the next lower-level classifications in that it has primary responsibility for managing the Division.

Typical and Important Duties

1. Manages the operations of the Economic Development Division, including planning, developing, evaluating, and administering economic development projects and programs for the City; develops goals, objectives, and strategies to ensure ongoing success.
2. Manages the Economic Advancement Center; develops, administers, and maintains all contracts, partnerships, and grants related to the operation of the Center.
3. Assists in the strategic planning, organization, and management of economic development programs, including shop local efforts and business loans.
4. Directs the negotiation of real estate development agreements and manages related contracts.
5. Develops and conducts economic development research studies, trends, needs assessments, and financial analyses; assesses economic and fiscal impact of business development projects to the City and the City's projects on the business community; recruits and retains businesses to sustain economic diversity and growth.
6. Develops and provides information to business representatives and developers to assist with the City's development requirements; assists with the facilitation and coordination of the City's entitlement and building permit process and other needs where appropriate.
7. Identifies, oversees development and administration of economic development grants; identifies and develops new sources of funding; and applies for federal and state funds.
8. Oversees business loans and related financial matters.
9. Oversees and assists with the development of marketing and outreach efforts to facilitate the attraction, retention, growth, and success of businesses within the City; works with

- businesses and other departments to develop and implement specific business attraction, expansion, and retention programs.
10. Coordinates with other departments, agencies, and organizations on regional economic development activities.
 11. Develops and manages the Division's budget, monitors expenditures and makes adjustments accordingly, and develops and maintains established service levels and objectives.
 12. Prepares staff analyses and reports for City Council, Successor Agency, Oversight Board, and Planning Commission relative to economic development programs; attends meetings of public bodies, explain staff analyses, and responds to questions from elected or appointed officials, business community, and the public.
 13. Coordinates Economic Development Division program activities with other departments and divisions; attends community meetings, represents the department and City, and promotes good community relations; investigates and resolves citizen complaints and concerns; applies the principles of good customer service and instills it in staff members.
 14. Represents the Division/Department to other City departments, government agencies, community members, and business and brokerage community representatives; represents the City at professional and technical meetings.
 15. Provides technical assistance and information to a variety of boards, commissions, and committees.
 16. Prepares and presents a variety of reports to the City Council, Planning Commission, City Manager, and others, including staff reports, monthly and periodic reports, data compilation, and responses to inquiries.
 17. Coordinates the preparation, training, and implementation of new or revised economic development policies, standards, and regulations.
 18. Supervises, trains, and evaluates assigned staff.
 19. Builds and maintains positive working relationships with co-workers, other City employees, local and regional business organizations, including the SSF Chamber of Commerce, and the public using principles of good customer service.
 20. Performs other related work as required.

Job-related Qualifications

Knowledge of:

- Principles and practices of economic and business development and approaches to promote and stimulate economic development, including business attraction and retention strategies and programs.
- Federal, state, and local programs and resources for economic and business development.
- Principles and practices of real estate development, including real estate finance, environmental and planning approval process, and citizen participation.
- Principles of grant writing and administration; principles of contract administration.
- Principles and practices of budget and financial management; financing techniques and resources for real estate and business development.
- Principles, practices, and procedures of funding sources and grant funds disbursement.
- Applicable local, State and Federal laws, ordinances and rules pertaining to economic development, real estate, and land use.

- Principles and practices of research, assessment of trends, and analyzing complex economic development data.
- Principles, practices, and techniques of marketing and promotion.
- Principles and practices of policy development and implementation.
- Principles and practices of demographic research and analysis.
- Principles and practices of project and contract management and negotiation methodologies.
- Principles and practices 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.

Ability to:

- Identify economic development needs.
- Organize, implement, and direct economic development activities and programs.
- Negotiate and manage complex real estate development agreements and other contracts with businesses, developers, organizations, and others.
- Analyze real estate development pro formas.
- Interpret, understand, and apply applicable laws and regulations related to economic development, land use, zoning, and land acquisition.
- Identify and assess grants and other funding resources and opportunities; apply for grants and other funding, assuring requirements and deadlines are met.
- Represent the City and department effectively with other City departments, other agencies, the public and business community groups.
- Develop and maintain collaborative working relationships with the business community, outside agencies and organizations, and other City departments.
- Conduct complex economic analyses and prepare economic reports.
- Perform effective research and analyze complex data.
- Exercise good judgement, flexibility, and sensitivity.
- Effectively plan, supervise, and direct the work of assigned staff.
- Prepare clear, concise, and complete written reports; make effective presentations to City Council, commissions, boards, business community, and the public.
- Prepare, administer, and monitor assigned program budget.
- Communicate clearly and concisely, both orally and in writing.
- Acquire a thorough knowledge of applicable City and department policies and regulations.
- Organize own work, set priorities, meet critical deadlines, and follow-up on assignments with a minimum of direction.
- Represent the City and the department effectively in contacts with representatives of other agencies, City departments, and the public.
- Establish and maintain cooperative relationships with those contacted in the course of the work.
- 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 its associated applications, including Word, Excel and PowerPoint.

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 of progressively more responsible experience in economic development and implementation, with at least two years in a supervisory capacity.

Training:

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

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:

Ability to use standard office equipment, including a computer; sit, stand, walk, and maintain sustained posture in a seated position for prolonged periods of time; vision to read printed materials and a computer screen; hearing and speech to communicate in person and over the telephone; lift and carry 25 pound boxes, files, and materials.

Work Environment:

Mobility to work in a typical office setting with some exposure to the field and outdoors.

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: 11/9/2022
- Revised Date:
- Former Titles:
- Abolished:
- Bargaining Unit: Mid-management
- DOT: No

- Status: Classified/Exempt
- Job Code: M190